

# Air Conditioning & Refrigeration News

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## Parts Makers Will Discuss Sales Trends

Higley, Allen, Newcum To Address First Session Of Spring Meeting

FRENCH LICK, Ind.—Problems involved in both present and possible future trends in the sale and distribution of refrigeration parts and supplies will come up for attention in both speeches and discussions at the Refrigeration Supplies & Parts Manufacturers Association's spring meeting here April 20 and 21.

Subjects and speakers for the meeting's open session on April 21 have just been announced by E. A. Vallee of Automatic Products Co., chairman of the program committee.

Speaking on the subject, "Considerations a Manufacturer Must Face in Classifying His Trade on Functional Lines," H. V. Higley, president of Ansul Chemical Co., will open the convention program.

W. C. Allen, vice president of Modern Equipment Corp., will pre-

## Free Fair Trips Spark Pittsfield Drive

PITTSFIELD, Mass.—The "Scotch Eskimo," free trips to the World's Fair for quota-busting salesmen, a "bowling contest" between two sales teams, and a special showing of spring styles and "fashions in foods" are combined in the spring refrigerator-range campaign now under way in the territory of Pittsfield Electric Co.

Sales goals of 500 refrigerators and 60 ranges have been established for the drive, which closes May 1.

Advertising and publicity for the campaign makes use of Modern Kitchen Bureau refrigerator materials, in which the familiar "Scotch Eskimo" points out the safety, speed, and simplicity of today's new models.

On dealer advertising during the drive, the utility company is bearing 25% of the bill. Special cooperative advertisement stressing the popularity of electric refrigeration among food stores and markets in the area

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## IN THIS ISSUE

When a man bites a dog, that's news. But when an ice dealer sells electric refrigerators, and makes money on both ends, it's a lot more than that. Start the story of this unusual dealership on column 5, this page.

Brand new—a complete three-step plan to solve the problem of replacements, from trade-in to resale. Read about Hartford's idea of solving a "bugaboo" before it starts. The story's on this page.

How does a prize-winning stoker salesman work . . . and why is this sales field a "natural" for refrigerator dealers? Answers to both questions on page 9.

Roll your way to complete kitchen sales. An Illinois dealer did. If you're interested in some nice extra profits, see page 4.

## NEXT WEEK

"How to Sell Commercial Refrigeration"—a wealth of sales plans and ideas in use today, gathered from all over the country. Watch for it!

## They Talked To 1,500 Dealers



C. E. Wilson, executive vice president, General Electric Co. (left), Rex Cole, Rex Cole, Inc., and E. F. Jeffe, vice president, Consolidated Edison Co., before joining 1,500 Rex Cole dealers and salesmen at G-E's spring convention at the Waldorf-Astoria, New York City.

## Hartford's Three-Step Program Covers Replacement Problem From Trade-In To Re-Sale

By T. T. Quinn

HARTFORD, Conn.—A complete three-step program designed to assist dealers in trading for, reconditioning, and re-selling used electric refrigerators has been put into effect here by the refrigeration committee of the Hartford Electric League.

Briefly, the three-step program includes:

1. Adoption of a uniform schedule of trade-in allowances, compiled in "blue book" form.

2. Establishment of an "Electrical Appliance Service Center" to handle reconditioning of the used units at a flat-rate charge.

3. Re-sale of the reconditioned units to the unsold market, particularly low-income customers, through leads gathered and turned over to dealers by contact men for Hartford Electric Light Co.

Up to the present, Hartford has not experienced a major problem with trade-ins, despite the fact that its refrigeration saturation is right around 75%. Recognizing, however, that when an appliance exceeds the 50% saturation point a noticeable change in marketing that appliance takes place, the league has set up the three-step program as a measure of prevention, rather than cure.

## Westinghouse Wants 'Associate' Dealers

MANSFIELD, Ohio — Importance of associate engineering contractor dealers, "who can now sell, install, and service package air-conditioning equipment without a business hazard," was stressed by Phil Y. Danley, manager of the Westinghouse air-conditioning department, speaking before a meeting of central district distributors here.

Asserting that the "associate dealer" plan, begun by Westinghouse distributors last year, should be expanded during 1939, Mr. Danley urged increased activity in sections where the distributors did not have dealers.

"We know the plan will be successful," Mr. Danley said, "because it has worked well in certain sections of the country. With the new line of forced warm air heating equipment soon to be announced by Westinghouse, we can offer any dealer a year-around business."

"While certain trade papers have pointed the finger of scorn at the lack of merchandising in the air-conditioning field, we believe that jobs must be well engineered, well installed, and serviced. At the same

(Concluded on Page 8, Column 1)

By its first step, establishment of a standard schedule of trade-in allowances, the league gives its member-dealers opportunity to offer fair prices for old refrigerators, and at the same time get away from the danger of losing profits through competitive bidding.

After the appraisal has been made and sale of the new box executed, the dealer in many cases will find himself the owner of a used unit of uncertain performance.

Following the lead of the Electrical Association of Philadelphia, the Hartford league in its second step has

(Concluded on Page 2, Column 2)

## Airtemp Spent Most In Magazines In 1938

DETROIT—Airtemp, Inc., subsidiary of Chrysler Corp., last year spent \$74,432 to advertise its air-conditioning equipment in national magazines, topping the expenditures of any of the 10 air-conditioning manufacturers whose magazine advertising activities were surveyed and reported on by Publishers' Information Bureau.

York Ice Machinery Corp.'s \$69,707 allotment gave it second ranking on the list, while Carrier and Delco-Frigidaire nearly tied for the No. 3

(Concluded on Page 19, Column 3)

## Early Buying Spurt Heartens Dealers In East-Central Iowa

Grandma Knew Best, Leonard Men Say

DETROIT — The appeal of the "good old days"—when Grandma's consummate culinary skill and the tasty dishes she prepared whetted the appetites of both juveniles and adults—will be the basis of a spring selling campaign built about Leonard electric refrigerators.

The campaign, which will be launched on a nationwide scale April 15, will have as its "feature piece" a cookbook titled "Grandma's Old-Time Recipe Book" which Ray Legg, general sales manager, calls a collection of "fine, old, mouth-watering dishes that have become a lost art."

Leonard dealers and distributors will make the book available on a gratis basis to women who come to their showrooms and ask for it. Salesmen will use the book as a door-opener.

The idea has been brought to life—and actual pictures of a lively and

(Concluded on Page 20, Column 4)

## New Patent System Needed, Nema Told

WASHINGTON, D. C.—America's patent system needs revision, Conway Coe, Commissioner of Patents, told representatives of Nema at a conference with the Department of Commerce here last week. And of all America's industries, the electrical manufacturing industry is most closely identified with patents.

"Fifteen of our sixty-five mechanical divisions deal exclusively or in large measure with applications for inventions involving the utilization of electricity," Mr. Coe declared. "The other fifty divisions are also concerned with such inventions, for there is hardly an art that is not identified with electricity."

"Of the 36,000 patents issued last fiscal year, no fewer than 6,000 were for electrical inventions. As I have indicated, however, electricity played a part in many other inventions represented by these 36,000 patents."

"The protection which the patent system has afforded electrical inventors, along with others, has yielded benefits not only to them but to the whole human race. In particular, these patents have reared whole industries that, in supplying necessities and luxuries, have at the same time given work and incomes to millions of men. In the very act of

(Concluded on Page 14, Column 1)

## Department Stores, Dealers In Bitter Battle For Refrigerator Sales

By Phil B. Redeker &amp; Robert Price

Early spurts of buying in eastern and central Iowa, plus new features and "bargain lines" to attract the high and low income markets, have convinced dealers in these areas that refrigerator sales will be considerably higher this year.

Farmers are said to have the money to buy and are going to buy refrigerators this year in greater numbers than ever before. Federal Government and utility company power lines have been made more accessible to a larger number of rural inhabitants, and rates are coming down.

Prospects from the lower income groups in the city areas are being attracted by new low prices and added features.

Biggest outlet for appliances in this area seems to be through large department stores doing a state-wide business. These stores level extensive advertising, services, and promotion at buyers to attract their appliance trade.

(Continued on Page 7, Column 1)

## Northern California Dealers Sell Thrift

SAN FRANCISCO—Appealing to the thrifty with the slogan "More Than Ever in 1939 an Electric Refrigerator Pays For Itself," the Electric Appliance Society of Northern California this week launched its sixth annual electric refrigerator campaign.

Dealers everywhere throughout the territory are urged to get into the swing of this \$30,000 promotion and to cash in on the advertising and publicity which the society will sponsor until the drive ends May 6.

Featuring the thrift story indicated by the slogan, the society's

(Concluded on Page 2, Column 1)

## Herkimer's Ice Man Sells Electric Jobs To His Best Customers

By T. T. Quinn

HERKIMER, N. Y.—Selling electric refrigerators to ice refrigerator users is no trick at all to John R. Wood, of Wood & Little, General Electric dealer here. For he's the town's ice man, too.

Mr. Wood usually gets the first lead to new electric refrigerator prospects in Herkimer, too . . . but there's a very definite trick to that. He reads their ice bills, and takes a tip from what he sees there.

For ice users furnish the best possible sources of tip-offs on electric refrigerator sales possibilities, he believes.

"By looking at their ice bills, I can tell just which people in the community could save money by owning an electric refrigerator," Mr. Wood says. "I can show them, in actual dollars and cents and from their own figures, just how much more economical an electric refrigerator will be."

"And, if they don't believe me, I put a new refrigerator in their home on trial . . . and so far, I've been able to prove every single claim I've made."

Last year, he put 29 refrigerators out on this "trial" basis . . . and only took one back. Even on that one, the refrigerator did everything he said it would . . . and the housewife cried when he came to pick it up . . . but

(Concluded on Page 4, Column 1)

## At Last—A Sane Economist!



One of the reasons why business men are encouraged about the present set-up in Washington is the presence of Willard Thorp (formerly of Dun & Bradstreet) as economic adviser to the Secretary of Commerce. Mr. Thorp's talk before a meeting of Nema representatives with the Department of Commerce is reported on page 15.



## Heavy Advertising Planned In Drive

(Concluded from Page 1, Column 5) newspaper advertising schedule calls for a series of three advertisements in each of approximately 250 papers. Forty-five-inch advertisements will be used in daily papers, while 20-inch advertisements will be run in weekly publications. This advertising will appear during the first, third, and fourth weeks of the drive.

Blanketing northern California with this same message, more than 250 spot announcements will be broadcast over 19 radio stations during the campaign period.

A special clip sheet, containing stories written from the "woman's angle" and emphasizing the convenience and economy of electric refrigeration, and a free mat service for the benefit of the advertising departments of appliance dealers as well as newspapers, will facilitate the spread of campaign publicity.

### DISPLAY CARDS

Three sizes of display cards also have been prepared for free distribution to dealers. The largest of these (20 x 30 inches) is an eight-color reproduction of a modern refrigerator and the campaign slogan. The second card (measuring 15 x 20 inches) shows an open book giving actual figures on savings made possible by electric refrigeration. The 8 x 11-inch cards, intended for use as counter cards or as supplements to the slogan cards in floor and window displays, feature these four selling points: controlled humidity, controlled cold, added storage space, and lower operating cost.

### PRIZES FOR WINDOWS

To encourage use of effective window displays during the campaign, the society is offering a total of \$240 in cash prizes in a contest for dealer display men. To qualify for this contest, a display must be installed for at least one continuous week during the campaign, and must include at least one of the society's posters.

This contest is open to any electric refrigerator dealer in the territory of Pacific Gas & Electric Co. Winning displays will be judged on effectiveness in attracting and holding attention; originality; sales appeal; arrangement, color, etc.; and adherence to the campaign theme and rules.

The utility will support the drive by featuring electric refrigerator displays in 68 of its offices throughout the territory, and by bringing the campaign theme right into the homes of some 550,000 families by means of colorful stickers on April electric bills.

### G-E Orders Up One-Third

SCHENECTADY, N. Y.—Orders received by General Electric Co. in the first quarter of 1939 amounted to \$86,882,953, compared with \$65,376,400 for the corresponding period in 1938, an increase of 33%.

## G-E Must Be 'In Clover' Already



E. F. Jeffe, vice president, Consolidated Edison Co.; G. C. Chapman, manager, specialty appliance sales division, General Electric Co.; Ralph J. Cordiner, manager, appliance and Merchandise department, General Electric Co.; Rex Cole (standing); T. K. Quinn, president, Maxon, Inc.; E. B. Carson, president, Conlon Corp., at luncheon before "Get Over Into Clover" spring convention for 1,500 Rex Cole dealers and salesmen.

## Hartford Sees Solution To Problem of Trade-Ins In New Three-Step Plan

(Concluded from Page 1, Column 3) negotiated a similar reconditioning arrangement with a large local servicing organization. The Electrical Appliance Service Center, owned by E. Hoffman, was selected to handle this work.

The plan calls for complete reconditioning, overhauling, refinishing, cleaning, recharging, and starting up in the customer's home, with a call-back inspection after a reasonable length of time. Price for complete reconditioning service, where exterior of the cabinet is refinished, is \$20. Where exterior refinishing is not necessary, the charge is \$16.

### FEATURES OF AGREEMENT

Reconditioning agreement which member-dealers sign with the servicing organization contains several notable features.

1. Both conventional open-type and hermetically sealed units will be handled.

2. The agreement contains a two-way warranty; the first, of 90 days, is to allow dealers the privilege of demonstration and display prior to resale; the second, also for 90 days, takes effect after the unit is installed and started up in the purchaser's home.

3. Where the Philadelphia plan calls for purchase of non-saleable units by the reconditioning plant at one half the "blue book" price, the

Hartford agreement stipulates that such used units shall be purchased at their "junk" value.

4. Storage is provided by the servicing organization for reconditioned units which dealers cannot find room for in their display rooms or warehouses. For this service, the charge is 50 cents per unit per month.

### WHAT AGREEMENT COVERS

The servicing agreement covers all one-door units up to 10 cu. ft., and reconditioning work includes replacement or refinishing of hinges, latches, trays, shelves, door gaskets, refinishing interior and exterior of cabinets, in addition to complete reconditioning of the mechanical unit.

Refrigerators brought in for reconditioning must be delivered by the dealer, and must have no parts missing, to be handled for the \$16 or \$20 contract price. Where parts are missing, these will be charged for in addition to the contract rates, plus labor.

### SEALED UNIT PRICES

On sealed condensing units, the regular \$16 or \$20 contract price prevails, except in such cases where the entire unit requires replacement. In such cases, the manufacturer's regular repair or replacement charges prevail.

Inside each reconditioned refrigerator, an "R & G" (reconditioned and

guaranteed) blue seal is placed, to impress prospective purchasers that here is a unit which has been placed in first-class operating condition. The seal carries the name and address of the service center in prominent letters, and urges customers to ask their dealer for terms of the "R & G" guarantee.

To insure its carrying out its part of the agreement, the Electrical Appliance Service Center is posting with the league a deposit of \$2 on every refrigerator it reconditions. This builds up a reserve fund from which necessary adjustments and repairs may be made during the 90-day guarantee period.

### HANDLE 15 A WEEK

The service center is equipped to handle 15 used units a week, says Mr. Hoffman, and he expects that from 500 to 750 units a year can be handled, should occasion demand. The reconditioning plant will handle only used units to be resold in the Hartford area, for the present at least.

Units which, after inspection and test, cannot be repaired under the regular contract terms, will be handled at a special price to be arranged between the servicing organization and the dealer. Reconditioned units must be called for and paid for within seven days after they are repaired, or the storage charges begin.

As the third step in its program—resale of the used units among low-income customers—the league has arranged with Hartford Electric Light Co., whose men are now contacting these customers, to turn over to it the names of persons who are refrigerator prospects.

### UTILITY MEN TO HELP

Dealers are encouraged to dispose of the used units on their own responsibility as well, but it is expected that the utility men will turn in a large number of worthwhile leads for dealer follow-up, supplementing their ordinary prospects for this type of unit.

Where a dealer preference is expressed by the low-income prospect, utility field men will turn the lead directly over to that company. In cases where there is no preference, the prospect's name will be turned in to league headquarters, where it will be handed out to member-dealers on a rotating basis. Each dealer thus will receive about the same number of such "free leads" per year, it is expected.

## 3 Talks Will Open Parts Meeting

(Concluded from Page 1, Column 5) sent the second paper, which will deal with "Squaring One's Sales Policies With What One Hears From the Field." Third talk of the session, by K. M. Newcum of Superior Valve & Fittings Co. will deal with "Trends in the Outlets Through Which the Refrigeration Parts Business Will Eventually Flow."

Discussion leaders for each of the three subjects also are being selected in advance of the meeting. G. E. Graff, vice president of Ranco, Inc., will serve as leader for Mr. Allen's paper, and H. E. Reickelman, Fedders Mfg. Co., for Mr. Newcum's presentation. A similar leader for the discussion of Mr. Higley's paper will be named this week.

Afternoon session of the manufacturers' meeting will be devoted to consideration of and action on officers and committee reports. Most of the standing committees, as well as the board of directors, will meet at French Lick on the preceding day, April 20.

Foremost among them is the new general coordinating committee, composed of a representative of each of the cooperating trade associations and technical societies now planning to hold their annual convention, or a general membership meeting, in Chicago in conjunction with the next All-Industry Exhibition.

This committee will plan arrangements for the 1940 All-Industry Banquet, and otherwise synchronize the meeting schedules of the several cooperating organizations.

Following the report of the exhibition committee and action on its recommendations for the Second All-Industry Refrigeration and Air Conditioning Exhibition in January, 1940, allocation of booth spaces will be made. Invitations are now being sent to all potential exhibitors by R. M. McClure, executive secretary, to have a representative present at the meeting for this purpose.

## THE COLD CANVASS

By B. T. Umore

### Revised Platform

When Dr. Orestus H. Caldwell was editor of Electrical Merchandising his "platform" contained the plank: "Business belongs to the man who goes after it."

Now, as editor of Electrical Week, he has revised it to: "Business belongs to the man who goes after it fairly."

Aren't you pulling your punches a little, doctor? . . .

### Better News

Reflecting the trend of favorable trade reports appearing in recent issues of the NEWS (compared with losses and other bad news seen so often in last year's columns), a subscriber sends in this order with envelope, letter, and check addressed to "BETTER NEWS Publishing Co.":

A. J. Levinson  
"Expert Electric Refrigeration Repairs"

36 Blake St., Charleston, S. C.  
Better News Publishing Co.  
5229 Cass Ave.  
Detroit, Mich.  
Gentlemen:

Please enter my Renewal subscription with March 22 issue.  
Please send me a copy of Specifications Manual S-1.

Enclosed check for \$5.00.  
A. J. LEVINSON  
No doubt the postoffice took one look at the envelope and said: "It must be for those refrigeration fellers."

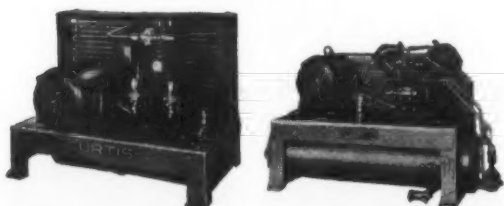
## Why Curtis is the Extra Profit Line

THE Curtis Refrigerated Store and Office Cooler materially increases your interest in the Curtis line of refrigeration and air conditioning equipment since it is another reason why you'll make more money handling Curtis products. It opens up a new market for the Curtis dealer—makes possible more sales and profits.

Here is a complete factory designed, packaged air conditioning unit—Mechanically cools, dehumidifies, circulates and filters the air—Adaptable for heating, too—Easily installed—Two sizes, 3 and 5 tons.

If your present line does not include packaged units as

well as a complete range of remote equipment, get in touch with Curtis at once. Wire or write today.



45 Air Cooled Units—42 Water Cooled Units—1/6 to 30 h.p.



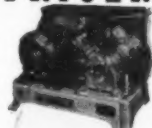
**CURTIS REFRIGERATING MACHINE CO.**  
Division of Curtis Manufacturing Co.  
1912 Kienlen Ave. St. Louis, Mo.

**CURTIS REFRIGERATION**  
AIR CONDITIONING  
AND COMMERCIAL

"Builders of Condensing Units Since 1922"

**SERVEL Silver Fleet**  
COMMERCIAL REFRIGERATING MACHINES

"Beauty is only skin deep" . . . but under the lustrous silver surface of these sensational new Servel units, you'll find a degree of performance, economy and noise-



lessness never before available in low-pressure refrigeration. Write today for details. Servel, Inc., Electric Refrigeration and Air Conditioning Div., Evansville, Ind.



## Distributor-Dealer Doings

### 250 Dealers, Salesmen See Philco Products

ST. LOUIS—Newest additions to the line of products handled by the Philco sales organization—Philco's new "Conservador" refrigerator and the York "Cool Wave" portable air conditioner—were introduced March 28 to more than 250 Philco dealers and salesmen from St. Louis, southern Illinois, and southeastern and central Missouri at a sales meeting and banquet held at the Coronado hotel here by Artophone Corp., Philco distributor in this territory.

All retail salesmen were first invited to carefully go over all points of the new products with factory representatives and then were tested on their knowledge of the units.

Prior to the banquet, plans for Philco's spring sales drive were presented and discussed, and a two-hour open forum followed the dinner. Philco officials present at the meeting and active in conducting it included Harry Boyd Brown, national merchandise manager, T. A. Kennally, national sales manager, James H. Carmine, sales manager of the company's midwestern district, and Howard Mathison, who is in charge of the air-conditioning division.

### McGregor's Shows New Frigidaire Lines

LITTLE ROCK, Ark.—More than a score of dealers and salesmen from the Little Rock area attended the recent convention in Memphis sponsored by McGregor's, Inc., mid-south Frigidaire distributor, to introduce new lines of refrigerators and other electrical appliances.

Representing Little Rock at the meeting were: O. D. Cauby, Herman Cummock, O. C. Stegmar, Dan Billingsley, C. A. Hebbert, W. J. Crosby, Tom Boyett, T. D. Noble, and Mrs. Jewell Casper of Little Rock Refrigeration Co.; Sam Strauss, W. J. Glasscock, E. B. Frazier, L. C. Donoho, Jimmy Twyford, J. W. Massey, Jr., and Cole Ogletree, from Pfeiffer Bros.; and Mr. and Mrs. Grover Myers, B. D. Barker, Virgil Ward, and Shelby Johnson of Grover Myers Co.

### Washington Refrigeration To Distribute Philco

WASHINGTON, D. C.—Washington Refrigeration Co. has been appointed distributor in the District of Columbia of Philco Conservador refrigerators. Headed by Frank Francis and Everett Carroll, the company also is distributor of York commercial air-conditioning units and equipment above ½-ton capacity.

### Universal Radio Moves Into Larger Quarters

AURORA, Ill.—Universal Radio Service, Kelvinator dealer here, has moved into larger quarters in the Paramount building at 15 Main St. In addition to Kelvinator refrigerators, the store has a large stock of radios, washers, and small appliances. Kurt Elsner is manager.

### Indianapolis Dealer Moves To Central Location

INDIANAPOLIS—Good Housekeeping, Inc., Crosley and Bendix dealer, has moved its store to 124 N. Pennsylvania St. to provide a more central location for patrons, announces C. L. Kittle, secretary and treasurer of the firm and store manager.

### 100,000 Attend Baltimore's Annual Home Show

BALTIMORE—Annual National Baltimore Home Show held here recently, in which leading distributors and manufacturers of refrigeration, air conditioning, and heating equipment displayed their household appliances and fixtures, was attended by approximately 100,000 persons.

### Barlow & Seelig Names 4 New Distributors

RIPON, Wis.—Four new distributors, two on the west coast and two on the eastern seaboard, have been appointed by Barlow & Seelig Mfg. Co. for its "Speed Queen" line.

O. S. Peterson, Los Angeles, has been named representative in southern California, and H. E. Caygill, San Francisco, will handle the company's products in the northern part of the state.

Appollo Distributing Co., Newark, N. J., has been appointed Speed Queen distributor for north Jersey, while George H. Wahn Co. of Boston will distribute the line in eastern Massachusetts, New Hampshire, and Vermont.

### Oliver Bros. Opens Separate Store

OIL CITY, Pa.—Oliver Brothers, which has engaged in appliance sales here in connection with sale of tires and automobile accessories, has opened a separate new appliance store at 122 E. Front St. The firm is a new G-E dealership.

### Starling Adcock Moves To New Location

ASHEVILLE, N. C.—Starling Adcock has moved his Lillington Radio Shop into a new building across the street from the old location. The store is handling the complete G-E line and also Universal ranges.

### C. W. Griffith Co. Takes on Kelvinator Line

MANNING, S. C.—C. W. Griffith Hardware Co. has taken on the Kelvinator line of home appliances.

### 100 Spokane Dealers Form Group To Better Sales

SPOKANE, Wash.—With the expressed purpose of reaching a \$3,300,000 sales market said to exist among utility customers in this territory today, more than 100 electrical equipment dealers have banded together to form the Inland Empire Electrical Equipment Association.

Secretary of this new organization, which represents all phases of the industry, is Lewis A. Lewis, assistant general sales manager of Washington Water Power Co. Commenting upon the huge market potentialities existing today, Mr. Lewis pointed out that in 1937 only 18,000 or 38.3% of the utility's 47,000 customers were using electric water heaters. He stressed the fact that the same conditions existed in regard to other appliances.

According to Kinsey M. Robinson, president of the utility, at least half of a \$100,000 advertising budget will be placed at the disposal of the new dealer association.

### S-W Units Introduced At Open House

DAVENPORT, Iowa—Harry Jacobs Maytag Store, Stewart-Warner dealer here, played host to over 250 guests at an open house last week at which the complete new line of Stewart-Warner "Dual-Temp" refrigerators were shown.

Guests were given gifts as souvenirs of their visit to the store, women receiving roses and men being offered cigars. Featuring the occasion was a demonstration of frosted foods given by Mrs. Thelma Rick, representative of Birdseye frosted foods. Her appearance was arranged through arrangement with Lagomarcino Grupe Co., local distributor for the frosted foods.

Present to explain the features of the new Stewart-Warner line was J. S. Coventry, representing Luth Hardware Co. of Des Moines, state distributor for the line. Special features pertaining to storage of frosted foods were explained.

# PHILCO

brings you these **NEW** Sales Sensations!

Everywhere, among radio and appliance dealers, these new products offered by Philco are the sales and profit sensations of the year! Everywhere dealers are endorsing—and joining—the Philco All Year 'Round program that enables them to cash-in on the power and prestige of Philco's merchandising activities 12 months in the year! It's the big news of the trade for 1939. If you don't have the full story now, it's worth your while to get it. Write, phone or wire your Philco distributor!



## CONSERVADOR ELECTRIC REFRIGERATORS

The Conservador—a really new and different refrigerator, with a powerful sales feature that every prospect can instantly see, understand and appreciate! A quality refrigerator, with every worth-while feature of any refrigerator—PLUS the amazing shelf-lined Inner Door, patented and exclusive! 26% more quickly usable space—twice the convenience—and NEW ECONOMY because the Inner Door keeps cold air in and warm air out of the main compartment. Many more sales and profit advantages. Get the full story—contact your Philco distributor NOW!

with the amazing new Shelf-Lined INNER DOOR

## YORK COOL-WAVE AIR CONDITIONERS

Now, Philco and York bring you genuine air conditioning at a price that makes every home, office and small store in your community a prospect! Portable air conditioners for every size room, as little as \$150, or \$15 down! Easier to install than a radio, no plumbing, no wiring, no technical knowledge required. Full profits—NO TRADE-INS. At last, air conditioning that the appliance dealer can sell, install and service at a profit! Dealers are signing up fast. Get the complete Cool-Wave profit story from your Philco distributor... or

to sell at

**\$150**

ONLY \$15 DOWN

**MAIL COUPON NOW!**

PHILCO RADIO & TELEVISION CORPORATION, PHILADELPHIA, PA. Dept. 201  
Without obligation, send me complete information on  
☐ Conservador Electric Refrigerators ☐ York Cool-Wave Air Conditioners

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_



# PHILCO ALL YEAR 'ROUND



## Specialty Selling Methods

### Knowledge of Customers' Ice Bills Tips Dealer Off To Refrigerator Prospects

(Concluded from Page 1, Column 5)

the family's financial circumstances were such that it just wasn't possible for them to make the purchase at that time.

Alertness in checking up on ice customers' monthly bills goes a long way toward helping Mr. Wood with his electric refrigerator business. It's a job for a person with keen foresight . . . and Mr. Wood is that kind of man, for he jumped into electric refrigeration way back in 1927, when he noticed that many of his commercial ice customers were equipping their markets and stores with mechanical units.

#### BUSINESSES SEPARATED

Wood & Little has been in the ice business (harvesting and selling natural ice) for some 33 years, and operates a 6,000-ton ice house. So the company—and Mr. Wood—are well known all around Herkimer. The ice and electric refrigerator ends of the business are well separated . . . the ice house being out at the edge of town, and the electric refrigerator showroom being on the town's busiest street, right next to a theater and in the same block with a large bank, a couple of department stores, and a ten-cent store.

But let's get back to Mr. Wood's prospect-finding methods. Here's an example of how he works:

Checking over ice-truck drivers' reports, he noticed that one customer, who ordinarily used \$3 worth of ice (and had been, for 16 years), had total charges of only \$1.50. To Mr. Wood, such a change meant only one thing—that customer was thinking about an electric refrigerator.

So he hopped into his car, called on the customer, and told him he'd like to tell him about his make of refrigerator, as long as he was thinking about buying a new model. The prospect, a physician, had been trying to keep his intention a secret—

but he readily admitted he was in the market.

Mr. Wood put in a 7-cu. ft. unit on trial, proved his operating cost claims by a meter test . . . and ended up by selling the doctor a 9-cu. ft. refrigerator "for keeps."

Another tip-off on electric refrigerator prospects Mr. Wood obtains through his company's annual "bargain sale" of ice books, conducted every summer. Some customers bought as high as \$60 worth of tickets at this sale . . . and, of course, the dollars-and-cents savings story on electric refrigeration quickly swings these "should be's" into the sales columns.

Mr. Wood credits his heavy-traffic location (and it's tiny display room) with a considerable amount of his business—but says that by far the greatest amount comes as a result of alertness in following ice-sales leads, and canvassing leads gathered from everywhere . . . a sales-getting habit to which he is addicted from about 6 to 9:30 every night except week-ends.

#### SALES TALKS VARY

He doesn't dare use a canned sales talk—he knows people too well for that—but he does fit his savings story to the individual case, with satisfying results.

Since so many of his leads are obtained via the ice-user method, Mr. Wood naturally has a goodly quota of icebox trade-ins. Most of these, he says, he obtains for a flat \$5 each. For real good boxes, he'll allow \$10—and once, he remembers, he went to \$25 for a stand-out unit.

All ice boxes are stored at the ice house . . . and Mr. Wood sells them for anywhere from \$2 to \$5 each, filled with ice. Then he gains an ice customer. He has one used electric refrigerator, but he's not anxious to sell it. He uses it to attract new-refrigerator prospects.

### On Inside Track



There's no getting away from John R. Wood, for when his ice customers start thinking about electric refrigerators, he sells them one.

All in all, what type of ice customer is the best prospect for an electric refrigerator? That's easy, says Mr. Wood—the customers who take ice the year around, winter and summer. For these people, who already recognize the value of year-around food preservation, the story of the economy and convenience of electric refrigeration is a "natural" . . . one that's hard to miss on.

But there aren't many of these people left in the Herkimer area—Mr. Wood already has sold them an electric refrigerator.

Being in the ice business also helps Mr. Wood with his commercial refrigeration selling, most of which concerns beverage and milk cooling equipment. Farmers who use a lot of ice—and some of them take as much as \$1 worth a day—can save important money with mechanical equipment, says Mr. Wood.

#### ON BEVERAGE COOLING

On beverage cooling, Mr. Wood sells savings in employees' time as well as company money. Bubblers can be conveniently located, he points out; the water is always cold; and, with more sources of water available, there's less tendency for workers to gather around and loiter while they're waiting for a drink.

Mr. Wood's unusual combination of an ice business and an electric refrigeration dealership may sound like an out-of-one-pocket-and-into-the-other arrangement, but he says the dealership has pulled at least its own end of the load.

"A long time ago," he says, "I saw a lot of my ice customers were going to switch to electric refrigeration—and I couldn't see why I couldn't be getting that business as well as anyone else." Mr. Wood just naturally hates to lose a customer.

### Old Kitchens Can Be Modernized Quite Easily, Says Dealer Who Has Handled 35 Such Jobs

By Robert Price

AURORA, Ill.—Working with two model kitchens—one of them on casters for convenient window display arrangement—Haried Home Appliance Co. here has equipped 50 all-electric kitchens, and 70% of these have been installed in old homes.

Prominent and attractive displays of the two kitchens call first attention of prospects to the advantages of the model kitchens. The kitchen on casters can be moved around the store to eye-catching points or into the window to attract prospects into the store where salesmen can explain the way in which the complete kitchens can be built into old or new homes.

#### PERMANENT KITCHEN

In the rear of the store is the permanent kitchen which is the last word in attractive design, complete with bright wallpaper and floor covering. Here the prospect can learn the details of appliance arrangement and find the ready answer to questions on installation. All appliances here are installed in running order and the prospect may see the operating kitchen as it will appear in the home.

To add to the number of interested housewives, frequent demonstration parties are conducted in the store. At these sessions the prospect learns of the convenience features of the kitchens, and also of the plan that the store has for installing the kitchens.

Many of the complete kitchens have resulted from the sale of a single major appliance, says Clarence J. Haried, proprietor of the store. Carrying the full line of General Electric products, the store is able to sell the user more easily on the advisability of equipping the kitchen with the "family" of appliances, it claims.

#### PLANNING SERVICE

To make the kitchen easily adaptable to older homes, the store has a complete planning service that draws up plans according to the specifications set forth by the customer. This staff of kitchen planning experts accepts the suggestions of the prospect and works out the most economical setup to include them. When particularly knotty problems present themselves, they are referred to the planning services offered by G-E and the Whitehead Co., which manufactures the cabinets used.

When the complete plan is laid before the prospect, every detail has been worked out, and the total cost

of installation is computed and presented in terms of monthly payments.

Although many older homes are not at first glance readily adaptable for complete kitchen remodeling, it is the practice of this dealer to convince the prospects that few rooms cannot be made to contain the modern kitchen—and at a price that is not prohibitive.

Instead of "throwing up their hands in desperation" when asked to bid on kitchen installations in old homes, this dealer advises that salesmen study the plan carefully, consult with planning experts, and be ready to present an easy way to a new kitchen.

"And it is pretty easy," Mr. Haried continues, "because the grouping of cabinets and fitting them for the specific wall space provided is the biggest task. Cabinets that we use come in convenient sizes for the great majority of cases, and we use fillers that make the job a cinch."

#### OBJECTIONS FADE

Once the price is brought within the range of the average home owner by offering the minimum of "house wrecking" with the maximum of convenience in layout, objections fade very rapidly, for every modern woman wants a completely modern kitchen, reasons this dealer.

After the first few satisfactory jobs, the installed kitchens start to sell other women on the idea.

"You can't beat a satisfied user as a salesman," remarked Mr. Haried. "We are concentrating more and more on pointing our sales efforts to take advantage of the recent popularity of complete kitchens in this city."

And not a single trick seems to have been overlooked. The two model kitchens and the demonstrations take care of the initial interest, the planning department smoothes out the old-fashioned kitchen remodeling bugaboo, and the resultant moderate price puts the kitchens within reach of more home owners.

### Dealer Has To Cart Back 87 'Cartwheels' For Box

CHESTERFIELD, S. C.—When Clyde Watson, Norge and General Electric dealer here, made delivery on a refrigerator he had sold recently, he came back to the store nearly as heavily loaded as when he went out. His customer had paid him "cash on the barrelhead," and \$87 of the \$150 price was paid in silver dollars.

## Quality SERVICE SUPPLIES

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ANHYDROUS LIQUID SULFUR DIOXIDE

Produced under rigid laboratory control to insure unusual purity, dryness, dependability. Available in 5, 10, 35, 70, 100, and 150 lb. cylinders, and in multi-unit tank cars.

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METHYL CHLORIDE

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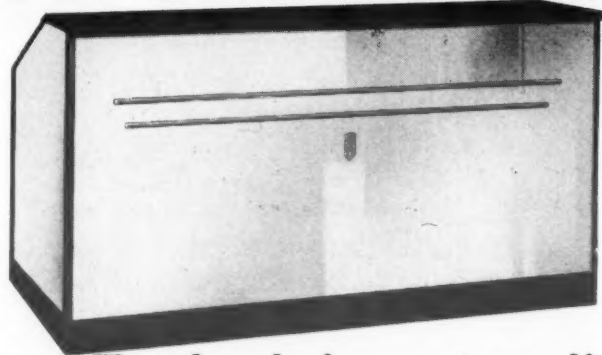
Refrigeration grade, used in centrifugal compressor systems. Supplied in 1 and 5 gal. cans and in 300 and 550 lb. drums.

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Solid drying agent. Highly efficient, absolutely neutral, easily renewable. More economical than liquid types. Does not contaminate or change characteristics of any refrigerant. Packed in 1 lb. screw-capped metal cans.

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## DRY REFRIGERATED BEVERAGE COOLER



CAPACITIES: 50" - 320 - 12 oz.  
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8' - 640 - 12 oz.

#### ADJUSTABLE PARTITIONS

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6' - 12 compartments  
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BLOWER TYPE - FORCED CIRCULATION - RAPID COOLING

Three lengths for remote or self-contained Compressor Installation

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TRENTON, N. J.





## Commercial Refrigeration

### Alabama Farmers Given State Aid To Store Poultry and Eggs

MONTGOMERY, Ala.—The Alabama Department of Agriculture has arranged a cold storage and financing service for farmers on their eggs and poultry products, designed to permit them to hold their products until the market is favorable and to distribute them over a wider area.

The plan calls for eggs to be placed in cold storage and broilers to be quick frozen in time of surplus, in order that the products may be held over until markets are not flooded.

The Birmingham Ice & Cold Storage Co. in Birmingham, the Atlantic Ice & Cold Storage Co. in Montgomery, and the Alabama State Docks Cold Storage plant at Mobile are already receiving shipments of products under the plan, which calls for the plant to advance the shipper 70% of the market price of products on their receipt. Six per cent interest is charged on this "advance" while the eggs are in storage, and a small charge for storage also is assessed.

All eggs will carry a label, and county agents in each of the counties will approve the cold storage receipts before the 70% advance is made.

### Butler To Distribute Kelvinator Lines

WASHINGTON, D. C.—Lee D. Butler Air Conditioning, Inc. has been appointed distributor for the entire commercial line of Kelvinator division of Nash-Kelvinator Corp. including commercial refrigeration, automatic heating, liquid cooling, and air conditioning, according to an announcement by James A. Lee, southeastern regional manager for Kelvinator.

### Illinois Locker Plant Gives Door Prizes At Opening

MOUNT PULASKI, Ill.—Mount Pulaski Cooperative Storage locker plant in the West Side meat market here was formally opened recently, with a public inspection of the plant featuring the event. Awards, including a year's locker rental, \$5 worth of processing fees, and a harm, were presented as door prizes.

### Brick Garage Converted Into Locker Plant

WALNUT, Ill.—A new cold storage locker system was recently opened here. A large brick garage was converted into the plant through the installation of a York refrigeration system and Durabilt demountable lockers.

The plant was opened in time to care for the spring butchering, a fact appreciated by local farmers who have previously had to patronize lockers in Princeton or Amboy.

### Demand Forces Directors To Enlarge Plant

INDIANOLA, Miss.—Board of directors of the Sunflower County Cooperative has voted to enlarge its \$35,000 cold storage plant. According to Eugene Jones, manager, the plant refused 100,000 lbs. of meat last year because of inadequate space. Directors have voted to raise \$3,000 for installation of a locker system.

### Minonk, Ill. Plant With 200 Lockers Completed

MINONK, Ill.—Installation of the Minonk cold storage locker system plant was completed here recently. A total of 200 lockers has been installed in the plant and provision for additional lockers in the future has been made.

### Neon Window Sign Is Offered By Mills To Dealers For Orders

CHICAGO—Opportunity to get a new neon window sign as a bonus for sales of commercial refrigeration equipment is being offered its dealers by the commercial refrigeration division of Mills Novelty Co.

The two-line neon sign carries the words, "Mills Refrigeration," and a trickily designed polar bear stands on the "Mills" line and peers at passers-by over the word "refrigeration." Colors are red and blue, and the sign is 22 x 13 1/2 inches in size.

Dealers can get one free by placing a blanket order for eight Mills condensing units to be shipped on or before May 1, size and kind to be determined at the time shipment is released. If all eight units are ordered out by May 1, there will be no charge for the sign; otherwise the sign will cost the dealer in proportion to the amount of units he has ordered, ranging from \$3, if but one unit remains, to \$25, the regular price, if none of the eight has been ordered.

### Refrigeration's Growing Importance To Co-ops Is Shown In Seattle

SEATTLE—That refrigeration is becoming an increasingly important factor in the activities of cooperative merchandising and marketing groups is indicated by the fact that the Seattle Associated Cooperative, an organization which handles produce as well as dry groceries, now maintains 2,500 square feet of refrigerated space in its warehouse here.

This association, which is composed of 185 independent retailers, has another terminal in Yakima, Wash. In both terminals, the group maintains its own banana ripening rooms, tomato ripening rooms, and special rooms for the handling of cheeses and cured and packed meats. Provision for handling all types of seasonable produce is also included, and the association now distributes more than 600 carloads of such produce annually.

### Patterson Completes Job In Arnaud's Restaurant

NEW ORLEANS—C. T. Patterson & Co., distributor in the New Orleans area for Kelvinator commercial refrigeration, has just completed equipment of the world-famous Arnaud's restaurant in the Vieux Carre (Old New Orleans) with Kelvinator cooling equipment. A testimony by Count Arnaud, owner of the famous eating place, has been given state-wide publicity through large advertisements in dailies by the Patterson company.

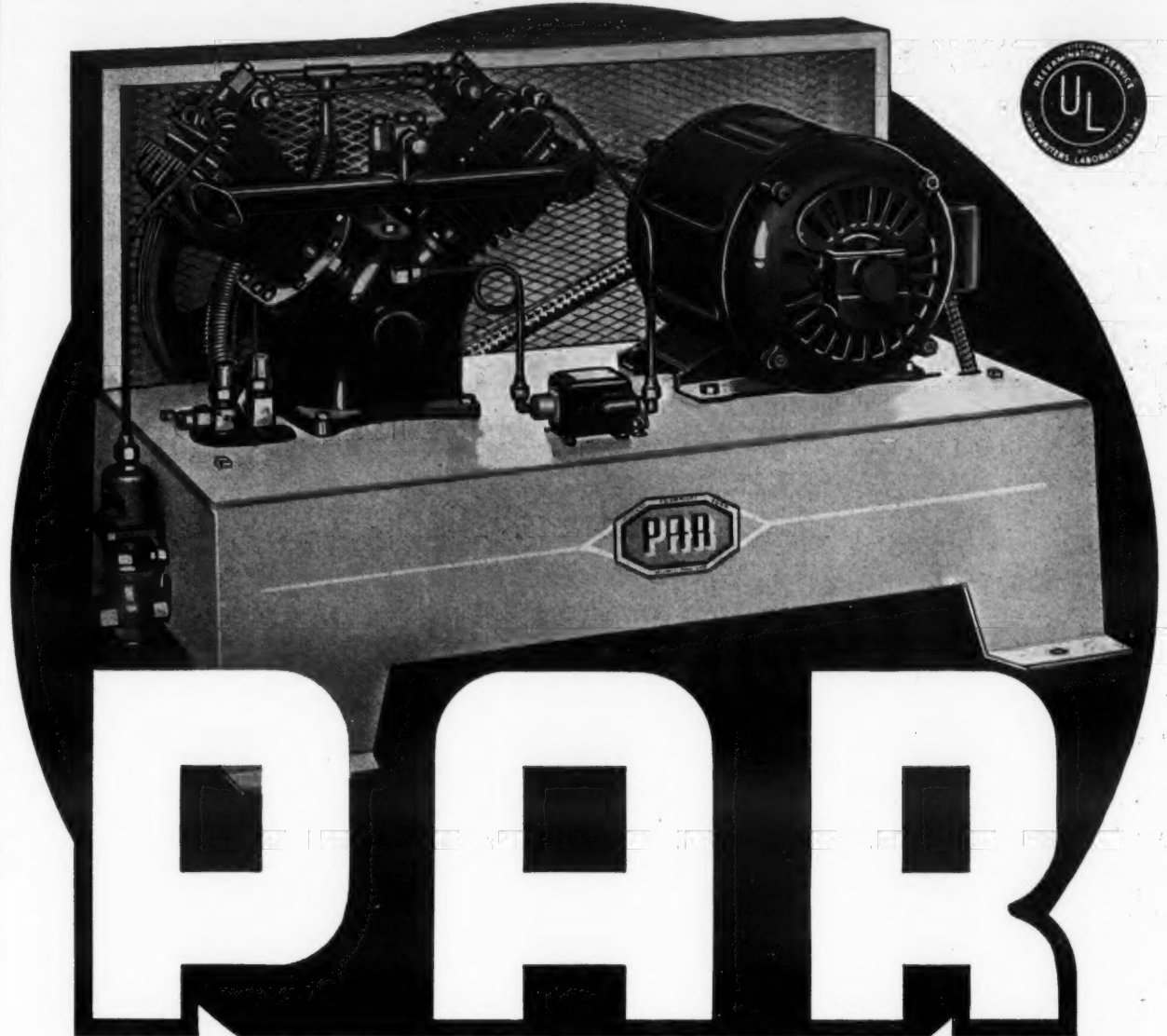
### Draper, Utah Civic Club Completes Plans For Locker Storage

DRAPER, Utah—Members of a committee representing the Draper Civic Club have made final preparations for the establishment of a co-operative cold storage plant here. The cooperative will be organized through sale of stock, open to purchase by the general public.

Present plans call for construction of a chilling room, quick-freezing room, and a locker room.

### Wyoming, Ill. Farm Bureau To Sponsor Storage

WYOMING, Ill.—Plans are underway here for a proposed community locker storage system to be sponsored by the Farm Bureau. The project to be considered calls for erection and equipment of a building 30 x 46, complete with proper insulation, refrigeration equipment, and 165 lockers. Plans call for the addition of more lockers later.



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- ★ Large capacity, dual-valve receivers, with fusible plugs.
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Your problems in the field, and the kind of service you want to give your customers, get the first consideration in the designing and careful building of PAR Equipment. . . . You can rely on these sturdy units for peak performance and long and satisfactory service.

The PAR water-cooled condensing unit shown above is made in eight sizes, 1/3 H.P. to 5 H.P., for "Freon-12" or methyl chloride. Three optional speeds, for low, standard and high temperatures.

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EXPORT DEPARTMENT—Melchior, Armstrong, Dessau Co.—New York City, New York

MODERN EQUIPMENT CORPORATION  
DEFIANCE, OHIO U.S.A.



## Arnold Dessau Helps To Show What Pulls Us Into World Wars

Melchior, Armstrong, Dessau Co.  
300 Fourth Ave.  
New York, N. Y.

Editor:

Is it the policy of the NEWS to foster the "Buy British" movement? If so we congratulate the editors on the article captioned "What They Say About War Down in Washington" appearing in the Feb. 22 issue.

Why the NEWS as spokesman for the Refrigeration Industry should feel called upon to attack America's largest export customers, is a matter which we hope will interest your advertisers.

ARNOLD DESSAU,  
President

Answer: Immediately following Arnold Dessau's peremptory note, we heard from four of our advertisers. Two of them indicated that British customers had complained against the editor's summary of the best information that cabinet members and war department officials have obtained on the possibilities of war.

The other two informed us that they had been requested to write a letter of complaint by Melchior, Armstrong, Dessau Co. Inasmuch as we had received only one letter from an English subscriber (which will appear later on this page), and that one from a man who corresponds more or less regularly with the editor, we were inclined to doubt that many "English customers" had complained to advertisers. So we wired these advertisers asking for the names of complainants. None were forthcoming.

One of the advertisers who wrote requested that his letter not be published. Shortly after the article in question appeared, he had written us a glowing letter of approbation of the issue in which the article appeared, mentioning that article in particular!

### Method of Dictatorship

One of the methods of dictatorship is that of directing public opinion through propaganda and a controlled press. One of the pillars of democracy is a free press. Mr. Dessau has chosen the method of dictatorship. He is attempting to influence the editorial policy of the NEWS by insisting that several of our advertisers—whose products he sells abroad—bring pressure to bear upon us to change that policy.

Incidentally, Mr. Dessau is reported to be an Oxford graduate and an ardent Anglophile.

That such pressure will not succeed, of course, is well known to the industry-at-large. It has been tried before—and by combinations far more powerful than any Mr. Dessau can align with himself and the British imperial interests. The NEWS will continue to deplore the propaganda which would lead America to send soldiers into the European maelstrom again. And the NEWS will continue to expose propaganda where and when it finds it.

Perhaps it should be emphasized that the editorial staff of the NEWS has a very personal interest in the proposed "next war." The entire group is within the first-draft age limit. Who has a better right, may we ask, to speak out on this question?

And whatever we have to say had better be said now. After the "M" day laws go into effect and our own government censors and propagandists get control, nobody will have a chance to lift his voice in opposition.

### Canada's Prime Minister

#### Seems to Agree with Us

We note that the Canadian Prime Minister, W. L. Mackenzie King, has recently expressed a viewpoint similar to that taken by the NEWS. He said: "I cannot accept the view of some that regardless of circumstances this country must say, here and now, that Canada is prepared to support any action that may be decided upon by the government at Westminster."

The idea, he said, that Canada should risk the lives of citizens every 20 years in a war for democracy, for small nations in Europe, seemed to him a nightmare.

Canada, he declared, had enough difficulty keeping her own house in order, without risking bankruptcy to help "run a continent which cannot run itself."

### Gen. Johnson Warns Against European Propaganda

In his April 7 newspaper column, General Hugh Johnson has the following to say:

"The hearings before the Senate foreign relations committee are the most important single happening in this country today. . . . They are the beginning of the great debate as to whether the United States is again going to war to make the world safe for—not 'democracy' this time—but the 'democracies.'"

"Anybody who doesn't think that this is the real question at issue hasn't followed the course of recent events very closely—or doesn't realize the great strength or volume of the propaganda that has been going on for over a year to suck us into some European military alliance or association certainly with England, probably with France, possibly with Russia. . . ."

"If we are going to get into a war let's not be kidded or sloganeered or bamboozled into it as we were 22 years ago. . . . Well, if it isn't to defend democracy, what is it for? Obviously it is to maintain the existing pattern of empire, trade areas, and territorial boundaries. . . . We certainly don't want to do that if our reward is to be billions in cost and hundreds of thousands of ended or ruined lives plus another wreath of bay leaves. The one we got in the World War later proved to be made out of poison ivy."

### Refrigeration Business Should Be Affected Little

Two things got us into the last war: (1) British propaganda, and (2) our financial and commercial interests abroad. In the article, "What They Say About War Down in Washington," we discussed British propaganda techniques. In the editorial, "Once a Sucker—Always," we discussed our foreign financial interests. Both articles received considerable commendation from subscribers. In fact, reprints of these articles were ordered by subscribers.

That neither of these articles should cause American refrigeration firms to lose much business is the informed opinion of export managers with whom we have discussed the subject in the last three weeks. And the following letter from our British correspondent would seem to indicate as much also.

He argues—but he does not say he is going to withdraw any of his business. He isn't even going to cancel his subscription!

Dean & Wood  
5 Dowgate Hill  
London, E.C.4, England

Editor:

So sorry for the long delay in replying to your letter of January 18, but I have been traveling quite a deal lately and have not had time to give you an extended reply. I am excused by the long time you took to reply to my last communication—in fact my impression was "correspondence on this subject is now closed."

You are rather fond of posers and your question "Is the rearmament race using up more and more of the industrial resources of Europe, so that more imports of refrigeration equipment may be called for in the near future from the U. S.," cannot be replied to by an Englishman who operates in British markets only. Ask some of your European correspondents to reply for the Continent, and I will endeavor to reply for this country.

The "Armament Race," as you put it, has not upset ordinary trade in England to the extent assumed by outsiders. The industrial resources of this country are so great, that the burden already imposed can easily be borne without disturbing to any great extent the internal and export trade of the country. So far as refrigeration is concerned, I have not as yet any evidence that there will be any curtailment of programmes—rather the other way seems to be the indication. The bookings by my firm for the season are at least 40% greater than for the preceding year—therefore the tendency is healthy.

You must bear in mind that more Refrigeration parts must be of neces-

sity be made every year in England, to the exclusion of imported material, but it will be some considerable time yet before the country becomes independent of American supplies, particularly referring to condensing units and controls. In the latter connection, seeing that many small refrigeration firms are springing up dealing particularly with commercial refrigeration, there will be an increased demand for complete units from America, but this cannot be due to armaments, but owing to the fact that, to date, there are few manufacturers here who are prepared to go out for the type of unit required.

The season just commencing will, I feel assured, be a far better one than last year, as England today is refrigeration minded, and it only requires good weather throughout the spring and summer to ensure a prosperous period for the trade. Most of the larger firms are preparing for a drive throughout the country.

Before closing, I must refer to your personal article in the NEWS of Feb. 22 last, "What 'they say' about war"—"They say" was always a great liar and really I am surprised at you, having traveled the whole world, voicing such old shibboleths and insular views. Your article seems to have the "Middle West" written all over it—I am afraid many of our British and American friends have very short memories so far as history is concerned. Neither country can afford to cry stinking fish re the past, and it is to the present and future we must look. You cavil at Lloyd George but ignore Wilson.

Unfortunately a good portion of your article consists of quotations, therefore impossible to reply to as coming from you, but I am convinced there will be no war for a long time to come. Should one come, the U. S. will not come in from the "Hands across the sea." "Pulling the chestnuts out of the fire," "Homeland," "Policing the world," etc. standpoint, but only from the Dollar point of view. She has plenty on her plate at the present time, that is, if American newspapers can be believed. At any rate, Democracy, as we know it, is far preferable to Dictatorships, and unless the Dictators have a last throw, which is sure to be beaten, the air is far clearer today than for a long time past.

E. T. JONES

### How Our Neutrality Might Boom Refrigeration Trade

Despite these assertions that British industry has adequate facilities to supply Great Britain with most of her needs, informed observers assure us that in event of war, practically all of England's refrigeration equipment would have to be imported from America.

What's more, if England goes to war and America stays out, it will at once become necessary for England to import huge quantities of American refrigeration equipment. She'll have to store vast quantities of foodstuffs—much of which must be kept under refrigeration—against the possibilities of inadequate naval protection for her transports of the food she must import to live.

On the other hand, if they succeed in sucking America in again, these huge orders of refrigeration equipment won't be necessary. Protected by the great American navy, we shall supply England and France with foodstuffs as we did in the last war. Last time we broke the Great Plains to supply this food—and today we have the Dust Bowl, and the unpaid War Debts.

In other words, keeping out of the next war may result in greatly increased exports of refrigeration equipment to England and France. Anything we may have to say to counteract British propaganda will have practically nothing to do with the subject. There's no place else England and France can go to get their refrigeration needs.

One should not infer that the NEWS opposes the export of American refrigeration products abroad. Rather, we have gone to considerable expense—expense which probably could not be justified in terms of dollars-and-cents returns to the paper—to obtain information on the export market and learn how best it can be served profitably.

The editor traveled around the world in search of such information, and keeps in contact by mail with friends made on that trip. John Strohm's world tour was partly financed by the NEWS for the same

reason; and next month Al Jones of our editorial staff is going abroad to gather more up-to-the-minute information.

Our service manuals are being translated in French (probably to be followed by Spanish translations) at high cost, in order to help the sale of American refrigeration products abroad. As long as we stay out of war, we feel assured—and our correspondents abroad agree—that the efforts of American refrigeration products should continue to increase.

But the NEWS believes that if we allow Roosevelt and the English propagandists to steer us into the coming European conflict, we'll lose not only our export business, but our form of government and our civilization. There's nothing in the world right now so important to every American citizen as this fact.

And now as to the letter from Thomas Evans:

### Evans Questions Propriety Of Political Articles

Merchant & Evans Co.  
2035 Washington Ave.  
Philadelphia, Pa., U. S. A.  
March 22, 1939

Editor:

We are advised that many of our refrigeration customers in England are complaining with emphatic adverse criticism of the article carried on the eighth page of your issue of Feb. 22 as harmful and destructive of the business and goodwill of American refrigeration manufacturers with the consuming trade in England and in the British commonwealths. The question is being asked as to the reasons for a trade journal to indulge in long dissertations of a critical and depressing tone on international affairs and politics. I must say that I pretty much agree in principle with this attitude expressed by our English friends. It would seem to me that your paper in best serving manufacturers, distributors, and consumers in this industry wanders far astray in such articles which might very properly come within the scope of general newspapers or magazines.

I might say further in this connection that in my humble opinion your constant editorial tirades against the present national administration are improprieties and, as I have reason to believe, offensive to the views of a great many people who are consumers of refrigeration. Obviously our market for refrigeration is amongst the great masses of the American people with whom the present national administration is evidently more highly thought of than by your paper or else it would not have enjoyed the overwhelming victory it received in 1936. However, I am not commenting on the views that you may have on any national or international subject of a political nature; nor have I any criticism of your views—but I question the relevance and propriety of your expressing them in the columns of a publication devoting itself to the constructive up-building of the refrigeration and air-conditioning industries.

And mind you, I am making these comments without heat, and with the most sincere feelings of personal friendship, and with best wishes for your publisher and editor.

THOMAS EVANS

### Government Forces New Function on Business Papers

This letter is almost a curiosity, in that it comes from a New Dealer. Ever since the ill-fated NRA the NEWS has opposed Franklin D. Roosevelt on many issues. We have never pulled our punches. And we have expected that surely there would be a fair percentage of New Dealish readers who would write angry replies.

Very few came. For a long time we wondered about this, and then our reporters brought us the answer directly from the field. Subscribers to the NEWS are nearly all business men—the great majority of them owning and operating their own business enterprises—and they damn not only Roosevelt and the New Deal at every opportunity, but they appreciate it when we do. Sometimes they present editorials from the NEWS to their local papers for republication.

Mr. Evans, who has long been our good friend, mistakes the caliber of the NEWS circulation. It is read by very few, if any, WPA workers or

low-income families. Furthermore, we feel that our friend errs in harking back to the 1936 election in judging the temper of the American people. There was an election in 1938, resulted quite differently.

As to the discussion of political and economic matters in a business paper, our subscribers tell us that their biggest problems nowadays are problems which didn't exist prior to Roosevelt.

More than anything else, they want to know how to handle these problems, and they want to know something about what's coming next.

To answer these questions—which apparently are universal among American business men—a "liaison committee" of the Associated Business Papers (representing some 150 member publications) journeys to Washington every few weeks to interview ranking government officials.

The editor of the NEWS is a member of that committee. Some of the others include the editors of American Machinist, American Builder, Advertising Age, Automotive Industries, Business Week, Boot & Shoe Recorder, Chemical & Metallurgical Engineering, Engineering & Mining Journal, Food Industries, Printers' Ink, Railway Age, Sales Management, and Textile World. These editors, in turn, report on their interviews to other members of the Associated Business Papers.

If the NEWS didn't recognize this need for reporting current Washington thinking and viewpoints, it would fall behind the parade. Rather, the NEWS takes pride in believing it has been ahead of the parade, and that its readers have been taken behind the scenes much more effectively than people who must depend on the newspapers for such knowledge.

That readers appreciate this service—and have noted how many of its "advance" tips have come to pass—can be noted in the letters that come to the NEWS. For a good example, see the one from Richard Hunter on page 10 of this issue.

### Leading Experts Confirm Views in Our Article

In the article, "What They Say About War Down in Washington," which appeared in the Feb. 22 issue of the NEWS, it was pointed out that the combination of British propaganda and President Roosevelt's ambitions was heading America directly into the next war. It was noted that Roosevelt's New Deal advisers were planning everything with that eventuality in mind. It was not said the war is unavoidable, but rather that the New Dealers say it is. And then arguments against this position were cited.

In the current (April 8) issue of the Saturday Evening Post, Demaree Bess writes an article "Gambling with Peace" which also presents evidence to show that Roosevelt is already sitting in the European poker game of power politics, and that if the American people don't take his chips away from him pretty soon, we'll be fighting to save the British Empire again.

Mr. Hunter, in the letter reprinted on the editorial page of this issue, mentions an article by Charles A. Beard, probably our greatest historian, in the April American Mercury, which comes to the same conclusion and utters the same warnings. (If you think we were talking through our hat, read this article entitled "We're Blundering Into War.")

And in the April Harper's Magazine Oswald Garrison Villard, C. Hartley Grattan, and Avis D. Carlson support the conclusions reached in the discussion in the Feb. 22 issue of AIR CONDITIONING & REFRIGERATION NEWS. You should also read Henrik Willem Van Loon in the current Red Book.

In his April 10 International News Service dispatch from London, H. R. Knickerbocker comes so close to duplicating (unconsciously, of course) some of the statements in the NEWS article that he could almost be sued for plagiarism.

Thus, if the NEWS happens to gain access to information vitally affecting every American citizen—and can publish it weeks in advance of its eventual appearance elsewhere—it would be shirking a patriotic duty if such information were withheld.

And for anyone to say that a business paper should pay no attention to what government is doing (which is to say that business men should pay no attention to what government is doing) is sheer nonsense.



## Field Reports

### Some Dealers Seek Price Stabilization, Others Do Superior Job of Selling

(Continued from Page 1, Column 5)

Many dealers are feeling the pinch of this competition, plus that of the utilities retelling refrigerators and other appliances. These dealers, although they share the belief that refrigerator sales will go up this year, are not optimistic over the prospect of shaving their profits to cut themselves in for a volume of business.

Some complain that the manufacturer and distributor are not policing "discount dealers," and that, in return for volume, dealers get only meager profits. They admit that they are unable to compete with huge operators because their margin will not allow them the promotional costs which are necessary to attract refrigerator prospects who, they say, are buying on "price" more than ever before.

On the other hand, there are some dealers who have devised ways to offset these ills by doing a superior job of selling. These retailers are concentrating on features contained in the new lines, refusing to believe that prospects are going to put low cost above high quality. Meet competition with better selling, is their challenge.

But many of the complaints of the small dealer come from men who have a long standing in the appliance business. Their objections to the trend the refrigerator and appliance business has taken is based on "sound business principles" and a desire to see stabilization of prices bring some incentive for them to put their time and effort toward selling.

#### TRI-CITIES

(Moline, Rock Island & Davenport)

Here in the farm implement manufacturing center, appliance dealers are on their toes for sales methods and advertising schemes that will include industrial employees as well as the many rural residents who throng into the town to do their buying.

At the store of Roy A. Fude, Moline appliance dealer, it was found that most of the new business is dependent on floor traffic. The store is attractive and well set up for this type of sales method. In addition, users furnishing prospect names are given a bonus in cash or merchandise if the name turned in results in a sale.

Three makes of refrigerators are carried—Norge, Crosley, and Philco. Philco has only recently been added, but almost immediately, Mr. Fude revealed, a unit was sold. Business, he says, is slightly off 1938, and is also down from the corresponding period in 1937. He fully expects that an increase will be recorded this year.

Mr. Fude firmly believes in keeping in personal touch with his users and prospects as a means of being "in" when a prospect is in the mar-

ket or a user hears of a friend who is ready to buy an appliance. Newspaper advertising is used exclusively.

#### 'Bank Nites' Used To Find Prospects

Home Appliance Co., a Leonard dealer in Moline, carries a line of ABC washers and ironers, electric sweepers, and gas ranges. Radio sales and service is a big item in this dealer's total sales, Zenith radios being featured in the line.

Although no outside salesmen are employed, this store has some novel and effective methods of stirring up prospects and bringing buying customers into the store. One of the methods is a tieup with the distributor, whereby a group of dealers displays appliances in local theaters, where they are offered as prizes in a drawing that takes place on the stage of the respective theaters. Each admission ticket entitles the purchaser to a chance on the appliances displayed. These contests, or drawings, are run in conjunction with "Amateur Nites" and "Bank Nites" when crowds are largest.

The store has received many inquiries from this source, and while it is difficult to ascertain the actual number of resultant sales, the advertising received is well worth the effort, it is believed.

Most effective of the prospect-gathering methods—and, incidentally, the cheapest—is an agreement with the local association that welcomes newcomers to Moline. This store is the only appliance store that is included in the advertising brochure that is given to the newcomers by a hostess who calls on them. Names and full information on the newcomers are relayed to the store, and this has resulted in the new arrivals coming into the store in search of appliances.

#### 'Live-Wires Will Get Business'—Dornacher

The Rogers Maytag Co., Frigidaire dealer, has two stores, one in Moline and the other in Rock Island, Ill. I. C. Dornacher, sales manager for the two stores, was more than enthusiastic about business in their two outlets. While sales were said to depend to a certain extent on employment conditions in the local farm implement factories, Mr. Dornacher insisted that it was up to a live-wire sales force to go out and get the existing business.

Under this sales manager are 11 salesmen. He insists that these men come up to business-producing standards. Each salesman must be fully acquainted with the product he is selling in order to get his sales story across to the customer. The salesmen are trained in the right methods

selected by the manager to bring in sales signed, sealed, and delivered.

That old faithful "cold canvass" is the only method that this store has found to produce best results over the long run. They actually are instructed to go out and get the prospects and bring them into the store. There the salesmen who can best work on the individual prospect gets the assignment of the floor job.

"Psychology," says Mr. Dornacher, "plays a big part in our sales method. That is why we try to select the salesman for the individual."

#### Utility Puts Faith In 'Trained' Salesmen

At the People's Light Co., a utility which retails gas and electrical appliances, C. P. Hupfer, manager of appliance sales, indicated that this company believes in going out after the business in Davenport and in the surrounding rural area with a staff of "school-trained" salesmen.

These men are not only trained to know the products they are selling, but also must pass regular examinations on the material outlined during the training period. At these meetings are also brought out the methods of selling that are considered to be most effective for the territory that the individual salesman happens to be working.

The importance of "getting in the door" of a prospect was given strong emphasis by Mr. Hupfer. Two methods have been devised to aid the salesmen in gaining an entrance into the home which will be welcomed by the housewife and so break the ice and give an opportunity to present the sales story.

Each salesman is provided with a number of light plug clips, designed to make a tight connection on all light and appliance plug-ins. This welcome and useful gadget affords the entry, and salesmen are trained to take full advantage of the opportunity.

Another means is to provide salesmen with a number of small radios. They install these in homes for a trial period, and many radio sales have directly resulted. In addition, it gives the salesman a chance to talk up the other appliances and sales in major appliances have also resulted from this radio trial method of salesman entry.

#### Harry Jacobs Stresses Frozen Food Facilities

At Harry Jacobs Maytag Store, where the new Stewart-Warner line was on display during an "open house," Mr. Jacobs revealed that refrigerator and other appliance sales were holding steady, and that he firmly believed that this year would show up a real upturn.

Taking advantage of the facilities provided in the new refrigerators for the storing of frozen foods, Mr. Jacobs arranged to have a demonstrator from the frosted foods company on the scene at the open house to explain the advantages of the chilled foods.

Mr. Jacobs also had the local Stewart-Warner distributor's man there to explain the workings of the new frosted foods compartment, as well as all the features of the new refrigerator features.

From this angle of prospect interest, Mr. Jacobs expects to sell refrigerators on the strength of the

expert coverage given the foods and the refrigerator features.

This dealer has a pet theory on the treatment of salesmen. He gives them all a special opportunity to make a real profit on sales and trade-ins, offering to split the profit (over-all) on a trade-in with the salesman. If a salesman would rather wash his hands of the trade-in box at once, a fair deal is worked out.

#### Appliance Picture Seems Promising To Philco Dealer

Adams & Adams, Philco dealer, has its big market in the rural areas surrounding the town. Some 67% of the sales have come from this market. It was said that the farmers in this territory have money to buy—and they want to pay "cash on the line."

This market is canvassed by store salesmen, and advertising in newspapers and farm periodicals. Method now being used to give added weight to the sales talk presented when prospects come into the display room is a complete tea service set free with refrigerator sales.

In general, the appliance picture in these two towns of Moline, Ill. and Davenport, Iowa appears to be shaping up for a spurt over 1938 figures. So far figures have held up or surpassed sales for the same period in 1938, and dealers, not content to sit in and let the business come in, are going out after it.

This being a great farm area, much effort is directed toward the rural trade. This farm trade was said to be excellent, because of the ready money and the tendency of

(Concluded on Page 11, Column 1)

## DE-HYDRATED



TO DO A LUBRICATING JOB in a refrigerating compressor, an oil must be de-hydrated. When thus free from moisture, there will be no reaction with the refrigerant.

To get a completely de-hydrated oil, specify Texaco Capella Oil.

Texaco Capella is also chemically stable and free from elements which may tend to form sludge.

Six different viscosity grades of Texaco Capella cover the entire range of operating conditions, each make of equipment, every type of refrigerant. Trained lubrication engineers are available for consultation on the selection of Texaco Oils. Phone nearest of 2229 warehouses or write: The Texas Company, 135 East 42nd St., N. Y. C.



FREE... 36 pages of valuable information on the lubrication of refrigerating equipment. You'll find it very helpful in your work. Write for your copy.



## TEXACO Capella Oils

PERFECTED LUBRICATION FOR REFRIGERATION COMPRESSORS

### LOCK UP YOUR DINOSAURS

### ANSUL SULPHUR DIOXIDE

EVERY CYLINDER INDIVIDUALLY ANALYZED

**Sulphur Dioxide is 50 million Experience—Years old!**

● Up and down the land some 15 million household refrigerators have helped families to better living. Well over 60 per cent of these refrigerators have employed sulphur dioxide. A little figuring will reveal that the cumulative operating time for SO<sub>2</sub> units far exceeds 50 million years! Remembering the performance, the efficiency, the ease of servicing, the safety, the reliability—can anyone doubt that sulphur dioxide is the best refrigerant for household units yet developed?

ANSUL CHEMICAL COMPANY  
MARINETTE, WISCONSIN CA-7-9

THE JOBBER WHO WORKS FOR ANSUL WORKS FOR YOU



# Air Conditioning

## More Aggressive Selling of Conditioning Sought By Westinghouse, Says Danley

(Concluded from Page 1, Column 2)  
time we agree that more aggressive selling is also necessary."

Mr. Danley believes that the distributor who spends his time on large jobs may be missing an opportunity to sell many small installations, particularly through associate dealers.

According to Mr. Danley, Westinghouse intends to stay with the contractor-dealer type of sales outlet, and continue efforts to inject better and more aggressive merchandising methods into the air-conditioning sales picture.

While formal presentation of the new Westinghouse 100-ton compressor was not made at the meeting, Mr. Danley stated that the new machine, known as the CLS-3400 and the CLS-2550, will be available for delivery May 15.

The new unit, which is a 16-cylinder V-type machine, will be marketed with 100-hp. motors, to operate at 1,150 r.p.m. and with 75-hp. motors, to operate at 850 r.p.m.

No changes are contemplated in the Westinghouse room cooler line this year, Mr. Danley said, but he indicated that the company intended to bring out a new design next year.

Shel F. Myers, assistant air-conditioning manager in charge of the central and western districts, pointed out how the new Unitaire self-contained central station equipment will show a saving in installation costs.

To illustrate the savings, Mr. Myers presented a break-down cost sheet for a 10-ton job, showing comparative figures between a 10-ton built-up system and use of a 10-ton Unitaire. Retail costs established are shown in the table below.

Mr. Myers pointed out that besides being easier for the distributor and associate contractor dealer to install, the new units would show an actual cash saving to the buyer of air-conditioning equipment.

Other equipment announced at the meeting included the new 5½-ton self-contained store cooling unit, and the CU-45 self-contained 1-ton con-

ditioner of the suspended type.

The store-cooling unit has the same dimensions as the 3¼-ton conditioner sold by the company last year, but handles 2,000 c.f.m. with a ¾-hp. fan motor and has five filters, one at each end and three across the front.

Condensing unit is a four-cylinder vertical sealed compressor, known as the CLD-205, which also is available for remote use. Cooling coil used has 4 sq. ft. of surface area; Sporlan expansion valves are standard equipment.

### 1-TON UNIT

The 1-ton self-contained unit was designed for application to small candy shops, small stores, upstairs bedrooms in residences, and other small spaces.

The unit is equipped with a three-row cooling coil, built-in heat exchanger (super heater), and a water-cooled condenser. Acoustical padding is used in the unit to assure quiet operation, and provision is made for connection to a fresh-air intake.

Walter Goodwin, applications engineer for the company, explained the use of unitary equipment, and cautioned distributors to be careful of applications having a high latent heat load, where deeper coils might be necessary to maintain proper humidities.

According to H. F. (Duke) Hildreth, manager of the Westinghouse home heating department, a new line of equipment will be announced by the company April 15. The heating line will include oil and gas-fired warm air equipment, as well as oil and gas-fired boilers.

Mr. Hildreth believes that the addition of winter air-conditioning equipment to the distributor's line is important from the standpoint of assuring a year-around business, and will make it easier for the distributor to interest associate dealers in the Westinghouse program.

### ADVERTISING 'TIED-IN'

A. R. Mayson, in charge of air-conditioning advertising, stated that this will be "tied-in" with other Westinghouse advertising in a national magazine program.

"A recent survey proved that 93% of the people knew that Westinghouse made electrical equipment and appliances," Mr. Mayson said, "and we intend to make them just as conscious of the fact that we make air-conditioning equipment."

Magazine advertising will feature a cartoon type advertisement, using balloon captions, and emphasizing the use of the new Unitaire equipment. The magazine program will be supplemented with an 11-piece direct-mail campaign.

## Railroads Buy \$100,000 Conditioning From Trane

LA CROSSE, Wis.—Since Jan. 1, 1939, the Trane Co. reports sales of close to \$100,000 worth of air-conditioning equipment to railroads. This includes two complete new trains for Chicago & Northwestern.

## W-Type Compressor For Upper Floor Mounting Introduced By York on Country-Wide Tour

YORK, Pa.—To acquaint consulting engineers, architects, general contractors, York distributors, dealers, and personnel with the new "W-Type" compressor, V. T. Kartorie of the York air-conditioning division is touring the major cities of the country with a cut-away model of the new machine.

Built in capacities of from 40 hp. to 75 hp. in simplex machines, and from 75 hp. to 175 hp. in duplex units, the new W-Type compressor employs six cylinders set in pairs, 60° apart. Claimed to be practically vibrationless, the new machine was built for upper floor mounting and in places where space limitations are a problem. No special foundations are required for the unit.

Cities being visited by Mr. Kartorie, where showings of a cut-away compressor are being held, include: Dallas, Houston, Kansas City, St. Louis, Chicago, Detroit, Cincinnati, Cleveland, Pittsburgh, New York City, Boston, Washington, Los Angeles, San Francisco, and Seattle.

Mr. Kartorie is also showing the new York sectional (remote) air-conditioning units, which are built in three basic widths, three sections, and six types.

The new conditioners have a base, or air inlet section, a coil section or spray chamber, and a fan section. Basic widths permit the use of fans having one, two, or three wheels. Each of the sections may be com-

bined with any base or fan section of similar length, permitting flexibility of application to any air-conditioning problem.

The coil or spray chamber sections are supplied in six types which are as follows:

1. Human comfort type—equipped with fin coils for comfort cooling.
2. Low temperature units—equipped with fin coils for product cooling.
3. Industrial type—having wetted pipe coil units.
4. Industrial type—equipped with unwetted (dry) pipe coils.
5. Air washer—equipped with sprays suitable for comfort or product cooling.
6. Economizers—evaporative condensers—equipped with spray heads, pumps, and refrigerant coils.

Claims made for the new conditioning units are breadth of application, from comfort and product cooling to use as evaporative condensers; flexibility of application in horizontal or vertical "built up" sections; ease of handling because the individual sections are not unwieldy; and accessibility as all controls may be reached by removing one panel.

Construction features of the units include a new corner construction, all mechanical equipment is concealed, air outlet throats are lined with acoustical material, and special treatment for prevention of corrosion and rust.

## A.S.H.V.E. Publishes 17th Edition of Guide

NEW YORK CITY—Scientific and technical data applied in practical form to the needs of heating, ventilating, and air-conditioning men are included in the seventeenth edition of the Heating, Ventilating, and Air Conditioning Guide, published by American Society of Heating & Ventilating Engineers.

Technical data section of the book contains 856 pages, covering a broad range of subject matter relating to both cooling and heating fields. Modern apparatus and materials are listed in a manufacturers' catalog data section of 270 pages, in which products of 184 companies are illustrated and described.

### J. W. Baugher Joins Pines-Natkin Co.

DALLAS, Tex.—J. W. Baugher, formerly associated with Westinghouse and Kelvinator factory air-conditioning department, has joined the Pines-Natkin organization here.

Mr. Baugher will assist associate engineering contractors of the Pines-Natkin organization to sell and install Westinghouse self-contained air-conditioning equipment.

## Consolidated Air Changes Name To Dorex

NEW YORK CITY—W. B. Connor Engineering Corp., Dorex Air Conditioning Division, is the new name of Consolidated Air Conditioning Division of W. B. Connor Engineering Corp., the change having been made in conjunction with the adoption of the trade name "Dorex" for the company's line of odor adsorbers.

The odor adsorbers are designed for use with air-conditioning, ventilating, and industrial odor control equipment.

W. B. Connor, president, announced that the firm's testing and service laboratories have been moved to new and larger quarters, which also will provide more office space.

## Vegetable Garden Irrigated With Condensing Water

CRETE, Neb.—Employees of the Crete flour mill here will use the waste from 200 gallons of water per minute used in the mill's air-conditioning system to irrigate a cooperative vegetable garden on ground adjoining the mill. The mill paid the cost of piping the water to the land last year, and approximately \$1,000 worth of vegetables were raised.

## Comparative Costs of Built-up & Unit Systems

10-Ton Built Up System	LT-415 Unitaire
\$1,274—refrigeration equipment, including conditioner, condensing unit, evaporator, expansion valves	Unitaire \$1,300
6 Filters	6
122 Grilles and dampers	122
227 Sheet metal	227
63 Electric wiring	42
15 Drain	15
20 Labor, water piping	20
90 Refrigerant piping and fittings	..
75 Labor, refrigerant piping	..
75 Rigging	75
40 Freight	38
45 Charging, testing, "Freon"	20
61 Motor, starter, base drive	..
11 Duct thermostat	11
35 Platform	..
\$2,189 Total	\$1,906

# ATTENTION MAJOR APPLIANCE DEALERS

The time has come for all aggressive Appliance Dealers to get into the Stoker business. Stokers offer low saturation and high profits per sale with easy financing, and we offer an unusual set-up ideally suited for the Appliance Dealer.

We operate through nationally known Heating Jobbers who maintain trained men to help our Dealers in installations, warehousing and financing.

We are one of the pioneer stoker manufacturers with a complete line of quality equipment — one of the few with an AaA1 rating. We offer more advertising and merchandising assistance than others in the stoker industry and show dealers how to make money in the Stoker Business.

Write for our book "Selling Stokers Successfully" and also for information regarding the Free-Man Blue Ribbon Dealer Franchise. The most Valuable Franchise In The Stoker Industry.

## FREE-MAN STOKER DIVISION ILLINOIS IRON & BOLT COMPANY (Est. 1864)

General Sales Offices  
910 S. MICHIGAN AVE., DEPT. 701 • CHICAGO

# HUSSEY COPPER HEADQUARTERS FOR THE AIR CONDITIONING INDUSTRY

See the Educational Exhibit of Copper and Brass Research Association, Metals Building, New York World's Fair.

Because of the complete facilities offered by Hussey from mine to warehouse, you will always find it both economical and convenient to centralize your copper requirements with this organization.

Backed by a nationwide sales and service organization with conveniently located, well stocked company warehouses in the larger

industrial centers, you enjoy the advantages of controlled quality, low cost and undivided responsibility by specifying Hussey—a great name in copper for more than 90 years.

**C. G. HUSSEY & COMPANY**  
(Division of Copper Range Co.)  
Rolling Mills and General Offices: PITTSBURGH, PA.

Copper **HUSSEY** Brass



# Stoker News

## Prize-Winning Salesman Sold Half of '38 Denver Installations; Uses the User

DENVER—First prize in the Stok-Olympic sales contest conducted by the Schwitzer-Cummins Co. of Indianapolis was won by Russell B. Hollenbeck, salesman for the B. K. Sweeney Co. of this city.

Mr. Hollenbeck, who has just completed his third year as a Stokol salesman, sold 167 stokers in the first 11 months of 1938, to win the first prize award of an all-expenses-paid trip to Bermuda for himself and wife.

Recent official figures on stoker installations released by the Denver

city government indicate that Mr. Hollenbeck, to top the list of Stokol salesmen throughout the country, sold more than half of all the stokers installed here during the first 11 months of 1938.

Mr. Hollenbeck joined the Sweeney organization following sales experience with the circulation department of a national magazine. He moved here late in 1935, and since that time, with no engineering or heating experience, has developed an effective plan for selling stokers.

In establishing a new high for sales production by an individual stoker salesman, Mr. Hollenbeck attributes much of his success to concentrating on reaching prospects in their homes, 80% of his sales being made in the home.

Stress is laid on the importance of house-to-house canvassing, although after his several hundred installations of the past three years, he is well supplied with prospect names given him by present users.

The sales technique employed by Mr. Hollenbeck avoids loading prospects with technical data, either through talks or printed matter. The most convincing argument, he feels, is the experience of a user. So he takes the prospect to the homes of users, where the units can be viewed in actual operation.

Mr. Hollenbeck thinks the sales outlook this year is encouraging, and believes that the stoker industry will provide excellent earnings for more and more men for years to come.

## Home Heating Cost By Month Estimated By Weather Bureau

PHILADELPHIA — Estimates of home heating costs per month have been made by the United States Weather Bureau, based on thousands of records gathered here and in New York City.

These estimates, which are subject to variable factors, such as weather changes, have proved for the most part to be very accurate.

According to government computations, the monthly fuel requirements are as follows: October, 5%, November, 12%, December, 18%, January, 20%, February, 18%, March, 16%, April, 9%, and May, 2%.

On the basis of a \$75 annual cost for heating a home, the monthly costs would be approximately as follows: October, \$3.75, November, \$9, December, \$13.50, January, \$15, February, \$13, March, \$12, April, \$6.75, and May \$1.50.

## Stoker Exhibit at Fair Awaits Opening Day

NEW YORK CITY — Displayed against a background of an apparently flaming wall of coal, four typical anthracite coal stokers in actual operation will comprise one portion of the huge World's Fair exhibit sponsored by America's anthracite industry.

Iron Fireman, Motorstoker, Electric Furnace-Man, and Dickson & Eddy stokers will be displayed, with emphasis being placed on their automatic control, summer and winter hot water, and ease of ash disposal.

## Automatic Coal Stoker Line Is Introduced By Rudy Furnace

DOWAGIAC, Mich. — A line of automatic coal stokers designed not only for residential but also for many commercial applications has been added to the list of products manufactured by Rudy Furnace Co., which makes various types of heating and conditioning equipment.

Available in a range of three sizes to handle from 15 to 60 lbs. of coal per hour, the new Rudy stoker is to be distributed exclusively through regular Rudy dealer agencies.

A draft regulator and air control are furnished as standard equipment on all models, it is said. Hopper and all moving parts of the unit are enclosed in casings of baked green crackle-finish enamel.

Other features claimed for the new stoker are: continuous drive transmission, adjustable-speed fuel belt, transmission equipped with a neutral gear so that screw can be disengaged while air is flowing to burn up coal in retort, gears of hardened alloy steel and worm wheel of special bronze, motor equipped with manual overload cut-off, centrifugal type fan dynamically and statically balanced to minimize noise and vibration, adjustable air governor, retort passages designed to prevent back-sifting of ash and foreign substances, and pressure damper in copper-bearing steel air tubes to automatically prevent formation of air holes in firebed when stoker is off.

## Stoker Company Pays \$431,029 Dividends

PORTLAND, Ore. — Dividends of \$431,029 will be paid by the Iron Fireman Mfg. Co. of Portland and Cleveland, it was announced here recently. The regular dividend rate of \$1.20 a share on the 359,260 shares outstanding will be continued to be paid this year, according to the vote of the board of directors.

Earnings in 1938 of \$608,901 were reported by President T. H. Banfield, who pointed out that with heavier emphasis on residential and small commercial models, the company was able to resist the down trend of industrial purchases of large stokers. As a result, unit sales reached a new all-time high.

## Harrisburg Supply Named Dealer By Link-Belt

HARRISBURG, Pa. — Harrisburg Supply & Equipment Co. has been appointed dealer here for Link-Belt anthracite and bituminous stokers.

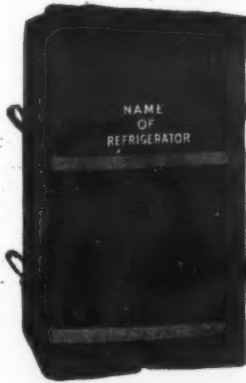
William Zimmerman, who has had many years of experience in the heating equipment field, is manager of the dealership. H. J. Busch, district manager of the Link-Belt organization, spent several days here helping to establish the new line locally.

## McCormick York Takes on Herco Oil Burners

WILLIAMSPORT, Pa. — McCormick York Refrigeration Co. has taken on distribution of Herco oil burners, according to Paul Jacobs, sales engineer.

## MASTERCRAFT

ADJUSTABLE PAD AND CARRYING HARNESS  
The most efficient and economical equipment made for handling refrigerators safely and without scratching or marring. Pad is separate from harness and both adjustable to all styles and sizes of cabinets.



Efficient, sturdy, easily and quickly applied.  
Adjustable Pad, \$8.30 each  
Adjustable Harness, \$6.00 each  
Name of refrigerator attractively lettered on pad at 50¢ extra.  
f.o.b. Chicago.  
Write for folder and prices on pads for refrigerators, washers, ironers, ranges, radios, etc.  
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BEARSE MANUFACTURING CO.  
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Incorporated 1921

## Complete Heating Unit & Big Advertising Increase Feature Iron Fireman's New Dealer Program

CLEVELAND — Introduction of a complete heat-producing unit by the Iron Fireman Mfg. Co., plus a big increase in the company's advertising schedules, were the main moves in a dealer cooperative program announced by T. H. Banfield, president, speaking here before the first of five national sales conventions.

The complete heat-producing unit is the second new product introduced by the company within the last year, entry into the oil-burner field being made last year. The new unit will make the Iron Fireman a complete heat-producing unit for the first time, it is said.

Recognizing the vital part that advertising has played in the building of \$5,000,000 in profits in the past decade, the company's 1939 newspaper advertising will be increased 53% over last year, and the magazine schedule will be upped 18%.

Mr. Banfield pointed out that while business generally has been below normal in nine of the last 10 years, Iron Fireman has made substantial profits in every year. During this period, he said, the company earned an average of \$493,089 a year, while 1938 profits were \$606,901.

Unit sales reached an all-time high in 1938, it was claimed, though dollar volume of business, \$5,664,424, was slightly reduced. The company's balance sheet shows an 8-to-1 ratio of current assets to liabilities, he declared.

The 1939 advertising program will not devote much space to either the new complete heat-producing unit or the oil-burner, but will continue to concentrate on selling the coal burner. This year's campaign, said Mr. Banfield, is keyed to take advantage of what is considered to be the best prospective home building market of a decade.

Newspaper campaign is budgeted as a cooperative campaign with dealers. Nine consumer magazines and 12 business papers also are on the advertising schedule.

The general program offers dealers seven direct-mail campaigns, 41 pieces of sales literature, eight 15-minute transcribed radio programs, 90 spot announcements, two 24-sheet and two three-sheet outdoor posters, and a wide selection of signs, displays, and novelties.

Magazine copy this year will feature case histories of Iron Fireman users, a method which the company used from 1933 until last year.

Officials of the company, making the rounds of the national conventions held, in addition to the one at Cleveland, at New York City, Atlanta, Chicago, and Minneapolis, revealed that the distribution of the new "Unit Heatmaker" will be sought this year in small houses, small buildings such as garages, roadside restaurants, grocery stores, barber shops, and similar places of business.

## Telegrams Announce New Products For Dealer

POUGHKEEPSIE, N. Y. — Attention getting promotion on stoker equipment used by the R. H. Russell Coal Co. here includes sending out about 500 telegrams to a selected list of names whenever a new model or a special price is available.

Basis of the promotion is the carefully selected list. T. H. Russell states that the telegrams are delivered at 9½ cents each.

According to Mr. Russell the telegrams are followed closely by personal calls from salesmen.

## Hall Appointed F-M Design Engineer

CHICAGO — Appointment of Cortice H. Hall as chief engineer in charge of development and design has been announced by Robert H. Morse, Jr., manager of the stoker division of Fairbanks, Morse & Co.

Mr. Hall has been associated with Fairbanks-Morse for the past three years as assistant chief engineer. He formerly was chief engineer of Electric Furnace-Man, Inc.

B. M. Guthrie, former chief engineer, will handle special assignments under Mr. Morse's direction.

**TO DEALERS**  
who are looking for  
**SUCCESS**  
in the Stoker Business

It takes more than a franchise for a line of stokers to "go places" in the stoker business. You must have the right stoker, the right selling plan and the right company back of you.

If you have made up your mind that you want real success in this business—if you want quick sales action and a growing business year after year—one of the Combustioneer representatives has a story you will want to hear. By all means risk a 3-cent stamp and send us your name.

Combustioneer is a pioneer. We know the business—we know what a dealer must have to make money. We offer you success-building cooperation.

Combustioneer is a stoker that sells against all competition. It has exclusive,

patented features that give results you cannot get in any other way. These features make a demonstration that the prospect can understand and appreciate—a demonstration that closes sales.

Combustioneer offers a line of models to meet every requirement—a line priced to give big values—a line in which every model is a "mover."

To dealers who are looking for success in the stoker business, Combustioneer offers the success program. If your territory is open, it will pay you to talk to our representative. Write us today for the Combustioneer proposition.

COMBUSTIONEER DIVISION  
The Steel Products Engineering Co.  
118 Dakota Ave. Springfield, Ohio

**Combustioneer**  
AUTOMATIC COAL BURNER  
FOR HOMES, APARTMENTS AND FACTORIES

## You'll sell more Copelands



Because they're built right—super-featured for quick sale, super-powered for performance.  
Because they're priced right—giving you the great advantage of low cost, low down payment, easier terms.

Write TODAY for facts

Copeland Refrigeration Corporation

Sidney, Ohio

ASK ABOUT COPELAND'S COMMERCIAL REFRIGERATION AND COPELAND WATER COOLERS



## AIR CONDITIONING & REFRIGERATION NEWS

Trade Mark registered U. S. Patent Office; Established 1926 and registered as Electric Refrigeration News

Published Every Wednesday by  
BUSINESS NEWS PUBLISHING CO.  
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## Should Discounts Be Increased?

RALPH CAMERON, Kelvinator's able general sales manager, has just returned from a lengthy tour of Kelvinator distribution agencies throughout the land. He reports that the commonest suggestion is that trade discounts should be increased.

Members of the NEWS editorial staff who are now out combing the highways and by-ways for dealer interviews report the same reaction. Dealers say that their present profit margins do not allow them to hire and keep good salesmen, nor to engage in active promotion.

## Many Dealers Have Quit Appliance Business

They say further, some of them, that unless their profit margins are increased, they will be forced to get out of the appliance business. And, as a matter of fact, our roving staff members are sending in reports that just that has happened in many, many cases. Dealers who were on the rolls this time last year are either out of the business, or out of business, now.

Manufacturers, on the other hand, are inclined to believe that if discounts are upped, price-cutting will be encouraged. And it must be admitted that the record of the last several years would bear out this contention.

## Manufacturer's Reputation Suffers Under Chiseling

Inasmuch as no reputable manufacturer wants to see his product made a price football (even the successful chiseler resents the manufacturer—he feels that if he can get it cheaper than the advertised price, the manufacturer as well as the dealer must be making too much money), the manufacturers are loathe to step up retail prices in order to increase discounts.

Then, too, there are the mail-order chain stores and their price schedules to consider.

What's the answer? Nobody seems to have it. At the moment, the situation is at an impasse.

Old students of specialty selling methods, however, are suggesting that the practice of guaranteed territories for dealers might have some merit in a situation of this sort.

So long as a buyer can play three or four dealers for the same make of refrigerator against one another, chiseling is likely to be rife—and would be more so under the longer discounts which dealers say they need so desperately. Guaranteed territories might make a big difference.

## Southern Utilities Need To Be Sold

AMONG the interesting reactions to air conditioning is that of a number of public utilities, especially in the South and Southwest, which have been disappointed—not to say embarrassed—with the problems air-conditioning installations have brought them.

In the first place, several utilities have granted promotional rates to air-conditioning users, and have found that the practice has cost them money. Southern utilities, especially, have found that air conditioning places so high a seasonal load on their lines that they haven't had the equipment to handle it.

## Calls For Installation Of Heavy Equipment

Many utilities have found that the installation of several large air-conditioning systems in their territories has forced them to add larger generators, transformers, and other heavy equipment to take care of peak load requirements during approximately four months of the year. This equipment then stands idle during the remaining months.

Other utilities—in particular some in the Middle West—have found considerable fault with the quality of many of the installations made on their lines. When a current-using device is installed, the utility generally tries to see to it that the installation is such that the device will give thoroughgoing satisfaction to the user. Such quality control saves the utility money in the end, in addition to promoting goodwill.

## Unable To Exercise Quality Control

In the case of air conditioning, however, the utility hasn't always been able to exercise the degree of quality control to which it is accustomed. Union labor in some cities, municipal bureaucracy in others, have taken over this function. And the results have been far from satisfactory in many instances.

Hence one isn't surprised to find many utilities lukewarm to the idea of promoting air-conditioning sales. And the utility's help in this direction is needed by every air-conditioning dealer.

## Industry Needs Help From Utilities

Re-enlisting the utilities on the side of air-conditioning promotion is assuredly one of the important tasks which the air-conditioning industry needs to undertake.

Local dealer associations can take the lead in this movement, especially by working with utility engineers in setting up quality standards for installations.

## They'll Do It Every Time . . . By Jimmy Hatlo



As to the objections of the utilities that the additional load factor imposed by air conditioning necessitates expensive new equipment, it might be noted that this question may solve itself as government pressure on the utilities eases off.

For some years the Administration's attitude toward the utilities has effectively discouraged investors from putting any money into utility financing. Hence money for improvements and new capital equipment has been exceedingly scarce.

Recent "appeasement" moves have opened up the capital markets to some extent, however; and there is room for hope that this objection may not be heard in the future. In the long run, of course, anything that adds load to the utility's lines is to its best interests.

## LETTERS

### Penetrating the Fog Of War-Mongering

Fuller & Smith & Ross, Inc.  
1501 Euclid Ave.  
Cleveland, Ohio

Editor:

I have been following your current editorial policy for some little time now with the most sincere admiration, and it is about time I wrote you and told you what a grand job I think you are doing. Your latest entitled, "Once a Sucker—Always?" contains more sincere patriotism and good common sense than I can find in a ton of the reading matter and editorial opinion expressed in our "liberal" press.

You are to be congratulated, not only for your ability to penetrate the fog that is well-nigh enveloping us, but in having the courage to express your views with such clarity. The war-mongering that is going on in our public press, fanned to white heat by the public utterances of such people as Ickes, Pittman, Bullitt, et al—to say nothing of the Great Humanitarian in the White House—is nothing short of a public scandal. Even Charles A. Beard, America's greatest living historian, whose writings have always had a very liberal tint in the past, has recognized this fact. His article in the current American Mercury, entitled "We're Blundering Into War," is an important document at this time. If you have not read it, I would suggest you do so.

I believe it is important that your editorials on national and international affairs should have more circulation. Have you considered collecting and printing them in an inexpensive booklet form. I believe that considerable extra circulation could be gained in this way.

I am enclosing a little booklet containing some letters I wrote last

December to the editor of one of the picture weeklies which is capitalizing upon the sensation value of the international situation. It includes his replies, which demonstrate the shallow thinking current on the subject. You may be interested in reading this, even though you may not agree wholly with my opinions. As far as I can see, nothing that has happened since these letters were written invalidates their main conclusions.

If you get to Cleveland in the next few weeks, I'd like to have you drop around and see me. Meanwhile, give my best regards to Mr. Cockrell, and accept my best wishes for continued success.

RICHARD HUNTER

### Business as Usual In Bomed Bilbao

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Accessories of All Types for the Refrigeration Industry  
Maria Diaz de Haro, Numeros 48 y 50  
Bilbao, Spain

Sirs:

Hereby we beg you to renew the two subscriptions to your review, which end on March 16, 1939, and we sincerely hope this renewal will get to you in time, as we do not wish to miss any publication of your each day more interesting review.

L. BERNALDO

### Old Alma Mater Notices Her Sons

College of Engineering  
Department of Mechanical Engineering  
University of Illinois  
Urbana, Illinois

March 29, 1939

Editor:

Your letter of March 21 reached me a few days ago, also the copies of AIR CONDITIONING & REFRIGERATION NEWS. I enjoyed going through these issues and reading what you had to say regarding the Air Conditioning Conference held at the University of Illinois a few weeks ago.

I am passing these issues around to several of my associates and informing them as to the subscription price, and I hope some of them who are particularly interested in air conditioning and refrigeration may find it convenient to subscribe for your publication.

The last paragraph of your letter meant a good deal to me, as I did not fully appreciate that AIR CONDITIONING & REFRIGERATION NEWS was practically a University of Illinois publication. I knew there were a few of you connected with this publication, but never realized that practically the whole organization consisted of Illinois graduates.

O. A. LEUTWILER,  
Professor of Mechanical Engineering Design and Head of Dept. of Mechanical Engineering

Not all, but actually five men in the News organization are Illinois graduates. They are: F. M. Cockrell, publisher; George F. Taubeneck, editor; Phil B. Redeker, managing editor; T. T. Quinn, assistant editor; and John R. Adams, business manager. Other universities and colleges represented on the staff include Duke (four), Michigan (three), Wayne (two), Wabash, and Hunter.

### A Challenge To Those Literary Van Dorens

University of Illinois Alumni Association  
Publishers of Illinois Alumni News  
Champaign, Ill.

March 31, 1939

Mr. Cockrell:

A marked copy of your March 15 issue has just come in, and I am interested in noting your spirited correspondence with H. H. Kuhn, '14, concerning old days on the campus.

Your mention of Mark Van Doren reminds me that the secretary of the class of '14, Mrs. H. C. M. Case, 612 West Ohio St., Urbana, Ill. was just telling me a few days ago that she wanted to get Mark Van Doren back to be toastmaster for the '14 reunion banquet, June 10 (Commencement). You could do a real service here by writing to Mark yourself and urging him to come. I believe you know him about as intimately as anyone.

Mrs. Case will have a card out in a few days notifying the class of the time and place of the reunion banquet.

Referring again to your correspondence with Kuhn—Irita Van Doren, book critic for the New York Herald-Tribune (not the Times) is the wife of Carl Van Doren, not of Mark. That is, Irita was Carl's wife, but they separated some years ago and Carl just recently remarried. Mark's wife, Dorothy, is also a writer with two or three books to her credit.

CARL STEPHENS

Answer: There are so many literary Van Dorens that we get mixed up on who wrote what and whose wife writes for what paper.

Illinois alumni on the News staff (see list in column 4) will return to Champaign-Urbana en masse any time the Van Doren clan will do the same.

### Coming From S. Africa

Bellgrove & Snell  
Manufacturers, Merchants, Agents  
Factory: Bowls Road  
East London, South Africa

Dear Sirs:

We have pleasure in enclosing our cheque value \$11.00 in payment of two-year subscription.

The writer hopes to be in Detroit towards the middle of this year, and will take the opportunity of calling on you and discussing the various aspects of the refrigeration business in this country.

J. V. SNELL, JNL

### Worthy Cause

Citizens Historical Association  
(A Non-Profit Incorporated Assn.)  
Chamber of Commerce Building  
Indianapolis

Editor:

We are wondering if you would be so kind as to donate a copy of the "Beer Cooling Equipment Directory and Handbook" to a worthy cause, for use in our reference room.

If you can see your way clear to do this we assure you the act will be greatly appreciated. May we please hear from you, regarding this?

(Mrs.) JEANETTE E. DAVIDSON,  
Editor, Biographical Dept.  
Answer: Sorry, this book is out of print; so we cannot contribute to the worthy cause. Incidentally, just what is the interest of the Biographical Dept. of Citizens Historical Association in the subject of Beer Cooling?



## Field Reports

### Sales Prospects Look Good For 1939 To Dealers In Two Iowa Communities

(Concluded from Page 7, Column 5)  
the farmer to pay cash—a healthy condition in any business man's ledger. Advent of cheap gas in the territory has reduced the sale of electric ranges, but has not greatly affected the sale of electric refrigerators.

The 6-cu. ft. box is by far the biggest seller in refrigerators. All porcelain sales are scarce. Electric roasters are, for the most part, a "holiday" or "vacation" item, and total sales of this appliance so far are not considered very significant.

#### CLINTON, IOWA

Refrigerator prospects this year are not as price-conscious as is generally believed, in the opinion of McKinley and Hummelgard, Frigid-air and Philco dealer here. No low-price line is kept on the floor in this store, and salesmen are trained to sell on improved mechanical features of the new lines to clinch deals in the higher-priced brackets.

There is no point in having new and different features on the 1939 models if you can't sell on these points, this dealer claims. Salesmen no longer have to sell the idea of mechanical refrigeration, says J. R. Nace, appliance manager, for he believes that about 70% of the prospects that walk into a store are already sold on the idea of electric refrigeration. The only job is to convince them that your box is the best one for their needs, he states.

"Most women," he continues, "know very little about the way an electric refrigerator functions. Our salesmen use a simple but effective method of explaining the refrigeration cycle, and have found that many women knew only that 'the box got cold.'"

After the explanation of the mechanical workings, salesmen keep women thinking along mechanical lines and show them step by step the economy and convenience features that are centered around the units in the machines on the floor. Low price, it has been found, is forgotten as superior features of higher-priced refrigerators are carefully brought home.

Although sales this year are about 20% behind those in the same period of 1938, this dealer expresses the belief that final figures for 1939 will show an increase. The sales force is instructed to follow up every prospect at once, bring him into the store. "Once they are in there, we have them," boasts Mr. Nace.

"All our selling jobs are going to be away from price. With good merchandise and a well-informed and aggressive sales force, we intend to sell more refrigerators than ever before. And we won't need to make narrow margin deals and trade ourselves out of business to do it," he added.

#### Turner Drops All Outside Salesmen

Can even a small dealer make sales count without an outside selling force? Turner Electric Co., General Electric dealer here, apparently thinks so, for this year all outside salesmen have been dropped. Sales so far have been close to 1938 figures, and the store salesman believes that "a spell of warm weather" will swell floor traffic enough to keep the sales curve from taking a dip. The "no

outside men" move was made to increase the margin of profit on sales. Commission salesmen simply did not produce enough extra business to warrant keeping them in the field, it was found.

#### But Utility Thinks They Increase Sales

Prospect-chasing salesmen, on the other hand, have kept sales on a steady increase for Interstate Power Co., utility dealer handling the Westinghouse line. All employees of the company are moved to dig up sales and prospects by merchandise and money bonus offers. This dealer's sales were reported as being higher in 1939 than in the same period in 1937 and 1938.

Many of the prospects are gleaned from the heavy floor traffic. A sales force is kept in the store to concentrate on the people who come in to pay utility bills. The appliance showroom is the important "catch-all," it is held, and this dealer concentrates on interest-catching displays.

Floor salesmen are instructed to merely show a "helpful interest" in store prospects, and to point out the features of low cost of operation and greater utility to offset any objections to price alone. No prospect gets away without first being asked to leave his name, appliances in the home, and being asked for an appointment in the home to discuss the means of obtaining the new appliance that he is considering buying.

#### Electric Shop Reports Sales Up 25%

At the Electric Shop, Stewart-Warner dealership, it was stated that business is up about 25% over the previous year for the first quarter. Considerable interest has been displayed in the Stewart-Warner "Dual-Temp" refrigerator, and the dealer expects to close about five sales on this model this month.

The Electric Shop has built a model kitchen in its store, one of the neatest of its kind to be found in a dealer store in this size of city.

The appliance situation in Clinton seemed typical of many cities of this size in the locality. Some dealers objected to the competition of the utility. They claimed that a utility's setup enabled it to give longer and easier terms, to afford greater outlays for sales force and promotion, and in building electric load to share the margin of profit in offering higher trade-ins, sales bonuses, and other special prospect inducements and salesman "baits" which the small dealer could not attempt to equal.

#### IOWA CITY

Too many dealers battling to sell a comparatively limited number of prospects in a small area and sending profit into a power dive with competitive pricing would just about sum up the household electric refrigerator sales picture in this town.

At the Nelson Norge Appliance Shop, the selling is done by one man. Sales were low and slow for the first quarter of this year. The store was attractive, and the service man—who was the sole attendant in the store at the time—gave the impression that this dealer had only a hesitating optimism concerning future sales.

#### No Cold Canvassing For This Dealer

"No house-to-house canvassing for me," said J. R. Spencer, owner of Spencer's Harmony Hall, a music house dealing in Leonard and Philco refrigerators. Mr. Spencer believes that in a town the size of this (about 15,000 population) the cold canvass method is no longer effective. He says that people are soured on the idea of too many refrigerator salesmen banging on their doors, and so he concentrates on getting people into the store.

He further believes that the average salesman can't or won't, produce—at least he hasn't for Mr. Spencer. Having many good accounts in the musical end of his business, this dealer makes personal calls on prospects uncovered from these accounts. He deals almost exclusively with the higher-income classes, especially in refrigerator sales.

The store sold 60 refrigerators in 1937, 47 in 1938, and should total near the 60 mark this year, Mr. Spencer estimates. But he is not at all content with the way the refrigerator business is conducted, and unless there is a change he is considering "giving the darn thing up."

He believes that the chance to make a fair profit on refrigerator sales has been removed by the practice of manufacturers and distributors in treating a dealer who conducts his business along ethical, fair profit lines the same as the dealer who "cuts to the bone to land a deal."

In trying to increase volume, this dealer stated, more and more dealers are taken on, with no regard to their business ability or to the number of dealers already operating in that territory. As the competition heightens, trade-ins are raised beyond reason, and every deal is a fight to the finish to see which dealer can get in the lowest bid.

Mr. Spencer believes that many dealers, like himself, will finally decide to call the turn on distributors



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Send for the New  
**REFRIGERATION CATALOG**

Seven Models of Compressors  
Fifty-eight Models of High sides from 1/2 H.P. to 15 H.P.  
**BRUNNER MANUFACTURING CO.**  
UTICA, N. Y.

#### 'Pete' and His Washer



R. I. Petrie, who spent most of his life selling Kelvinator and Leonard products, is back in harness for Speed Queen refrigerators and washers.

and manufacturers by fading out of the picture.

"It is insane to think," he says, "that any sound business man will put his time and effort to selling an item in which there is so much trouble for so little profit. Oh, you can still sell the blame things, but I am just a little tired of seeing some chiseling dealer cut me out of a legitimate deal by unethical methods."

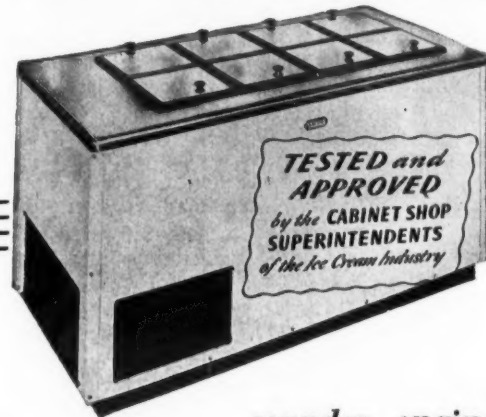
As to the immediate future, this dealer intends to make every sale of a refrigerator a sale bringing in

what he considers a fair profit return. He carries his own credit paper.

Another point he brought out was the competition he gets from a large department store in Des Moines. This store, he claims, offers a "bargain" unit, and free delivery to every part of the state.

"Everyone of the many dealers can't land the same sale in the same territory," he concluded, "and the one with the lowest price and the most extravagant terms sells the box—usually at little or no profit."

### Your O.K. started the swing to SAVAGE



It didn't take you Shop Superintendents long to discover that **Savage 4-WAY THRIFT** means less servicing and easier servicing.

As soon as you actually tested the new **SAVAGE Thrift Cabinets** against other makes you proved that our claims for

sounder engineering, greater economy and better performance are not exaggerated.

If you haven't yet asked for a **SAVAGE Thrift Cabinet** for a free 30-day trial in your own shop, let us know the size you're interested in or send for the new Savage catalogue that shows them all.

**SAVAGE ARMS CORPORATION**  
Refrigeration Division Utica, N. Y., U.S.A.

Manufacturer of  
Ice Cream Cabinets  
Truck Refrigeration  
Conversion Plate  
Assemblies

**SAVAGE alone offers 4-WAY THRIFT**

1. Leads in Value . . . Rigid steel frame construction. Individual removable panels. Quality built throughout.
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## Investigation of Consolidated Air Conditioning Corp., Chicago, Reveals Weird Set Up and Selling Plan

Read the Reports and See What You Make of It

BY F. M. COCKRELL

Air Conditioning seems to be one of those terms, like capitalism, social justice, or unemployment, which has a lot of different meanings to different people. And air conditioning, like everything else which gets into the spotlight of publicity these days, spells "opportunity" to a great variety of people.

In the course of doing our job of reporting what's going on in the air-conditioning field, we run into some strange situations, one of which is described below. On the information received so far it seems to be one of those propositions which calls for an editorial opinion. Perhaps some of our readers will say that something should be done about it, that young men should be warned against making an investment of \$287.00 in a deal of this kind.

Looking at the evidence given here, we have no hesitancy in agreeing with that viewpoint but since it isn't so easy, in these cock-eyed times, to tell white from black, we will leave it to you, dear reader, to figure out for yourself. And in case you run into a salesman from Consolidated Air Conditioning Corp., we will be interested to hear what you learn about the proposition and what you think about it. Following is the first report received.

### A Job Offered

930 Nettie St.  
Belvidere, Ill.

Feb. 21, 1939

Dear Sirs:

Yesterday I was called at Rockford and given the information that there was a man at my home to see me about a job. I rushed back home and was introduced to a representative of the Consolidated Air Conditioning Corp., Western Ave. at Ogden, Chicago, Ill.

He represented his firm as looking for some young man to establish as their installation and service representative in this immediate territory. He had quite an extensive lot of literature including photos of their plant, laboratory, and shop. He also had a great deal of data relative to the air-conditioning industry's growth and volume of business. Some of these sheets were facsimiles of pages from the AIR CONDITIONING & REFRIGERATION NEWS, while other items and articles I had read or seen in the NEWS. His manufacturing firm was represented as being formed and backed by York, Baker, and Kroeschell Engineering Corp.

Consolidated Air Conditioning Corp. had completed a survey of this locality and was convinced that they could do a large enough volume of business to warrant their entering the field here. The business they were after was unit coolers, in residences, offices, stores, restaurants, etc.

It was necessary that they establish a trained man in every territory as opened. This man would handle demonstrations and service, and would be trained by them. They proposed to do this by a period of home study and four weeks at their laboratory and factory in Chicago.

The person's room and board would be taken care of by the firm, and would require two hours work per day in the factory to cover this expense. They would furnish the necessary tools, gauges, and gas drum.

At the completion of this training the person would be given an exclusive franchised territory. Salesmen would be sent out to work this territory, while the representative would install, demonstrate, and take care of the service work in his territory. He would receive 33 1/3% of the sale price of \$319.00 on each and every unit sold in his territory.

The representative would be completely set up in business at no cost to himself. However, he must purchase a unit for a demonstrator. This would be sent to him to assemble. This would cost him \$239 (I believe this was the quoted figure), to be paid at the rate of \$10 per month. This would include tools valued at over \$30 net.

This unit, a portable self-contained machine, and a similar one designed for stores, offices, etc., was built to handle a space of 30 feet wide by 90 feet long by 12 feet high or the average six or eight-room residence, under average conditions. This would drop the temperature 15 to 20° and maintain a "balanced" humidity, and was constructed to cool, dehumidify, filter, and cool the air.

I inquired further and found out that the machine was built entirely in their own plant. It was powered by two 1/2-hp. motors, one on the compressor and the other on the fan. The compressor was a vertical reciprocating pump, employing "F-12" as the refrigerant. Mr. Blanchard, the factory representative, could not seem to explain how all of this capacity was attained. (Evidently some of our manufacturers have slipped up badly on their power requirements for unit coolers.)

Along with this miracle they plan to have an automobile conditioner on the market soon, to sell for \$35. This unit will mount under the dash cowl, will employ the Electrolux principle, and will maintain a temperature of 72° the year around, with all windows closed.

This proposition was presented on a take it or leave it "right now" basis. If this was a bona fide proposition, then I'm a prize chump and you can just skip it. If not, you have my permission to use all or

part of this letter to give this scheme the publicity it deserves.

C. ROBERT BANWELL

### Manufacturers Reply

Telegram  
Chicago, Ill.

Feb. 27, 1939

Business News Pub. Co.:

We have never heard of Consolidated Air Conditioning Corp. or Mr. Blanchard. Neither party backed or endorsed by us.

ROBERT KROESCHELL, Vice Pres.,  
Kroeschell Engineering Corp.

York Ice Machinery Corp.  
York, Pa.

Feb. 28, 1939

Business News Pub. Co.:

We reviewed your letter of Feb. 25 very carefully. We have also given the same consideration to copy of report dated Feb. 21 which was submitted to you by C. Robert Banwell.

We can inform you, in answer to your inquiry, that we are not associated in any manner with the Consolidated Air Conditioning Corp. of Chicago, Ill. We are not building any products for them nor are we selling the products we make to this organization. We are unable, therefore, to substantiate the statements they made nor give you any specific information concerning their products nor the plans they have undertaken to sell and install them.

R. B. MEISENHOLDER,  
Asst. to Sales Manager

Baker Ice Machine Co., Inc.  
Omaha, Neb.

March 4, 1939

Business News Pub. Co.:

Subj: Consolidated Air Conditioning Corp.

With reference to your letter of Feb. 25 regarding the above company, we have never heard of them. Our Chicago distributor, the Burge Ice Machine Co., advise that there is no such firm as the Consolidated Air Conditioning Corp. listed in the telephone directory and they believe the whole thing appears to be something imaginary.

J. M. FERNALD,  
General Manager

### Description of Blanchard

Sterling, Ill.

March 15, 1939

Business News Pub. Co.

Gentlemen:

Pardon the delay in answering your letter of March 3. In regard to a description of the man in question and his methods, I will give you as much as possible.

Mr. Blanchard appears to be a man of about 45 years of age, is about 5 feet 11 inches or 6 feet in height, 190 to 200 lbs. in weight, without any appearance of fatness. He is of medium light complexion, has sandy blonde hair and blue eyes. He is a very plausible and persuasive speaker, and evidently has had considerable selling experience. The day he called on me he was wearing a grey mixture sack model business suit, and dark overcoat. There was nothing about his attire to point him out.

He was directed to me by Mr. Burt, who runs a neighborhood gas filling station. He was traveling in a Graham sedan of black or dark blue color. The car carried 1938 Wisconsin plates, and was driven by a man about 5 feet 7 inches or 5 feet 8 inches, about 160 lbs. in weight and of dark complexion.

During the course of our conversation, Mr. Blanchard said that he knew a Mr. Hedrick (or Hendrich) of the Refrigeration & Air Conditioning Institute, and claimed to have been offered a position by him

at the time the R.A.C.I. was started.

At the time I tried to stall him off so that I could investigate before doing anything, but it was one of those now or never proposals.

C. ROBERT BANWELL

### No Record of Hedrick

Industrial Training Corp.  
2130 Lawrence Ave., Chicago  
March 21, 1939

Business News Pub. Co.:

I am afraid I cannot help you much with regard to the Mr. Blanchard who represented this firm. We have never had a Hedrick or Hendrich in our organization who might have known this fellow. Mr. Blanchard is probably a man who has had some experience in selling courses, but I don't know how we could go about locating him.

C. H. SMITH,  
Vice President

### Investigator's Report

In accordance with your recent request to make a thorough investigation of the Consolidated Air Conditioning Corp. at Western Ave. and Ogden Blvd., I herewith submit my report to you.

I located the office of this institution at 2358 Ogden Blvd., however, there was no name of Consolidated Air Conditioning Corp. on the door at the street entrance. There was, however, on the back of the building a big sign painted in white letters, "Consolidated Air Conditioning Corp., Office Address 2358 Ogden."

The gentleman whom I contacted there was E. L. Cox, who is president of Alexander & Cox, apparently in the business of manufacturing specialties and replacement parts for old-type machinery, together with manufacturing form bolts for concrete manufacturers.

This is a three-story building, of which the first floor is entirely taken up with all types of threading machines, drill presses, lathes, and all such type of equipment which has been installed in this building, according to Mr. Cox, for about 25 years.

Their office was on the second floor and of all the dismal, dirty holes in the wall I have ever seen this takes the prize. Mr. Cox has apparently in the past few years handled considerable installation work on commercial refrigeration. This information, of course, was voluntary by him but I did not see any evidence of equipment to manufacture the necessary compressors for this type of work.

He advised me that he did not know Mr. Blanchard, but that he did have a sales manager who was out in the country interesting young men from high school in taking up refrigeration and air conditioning. He further stated that they anticipated having an extension course of training of approximately 100 lessons, but further said that only five or six of them had actually been written, although he could not show me any of them as they were still at the printer's. The other 94 or 95 he has not had time as yet to formulate and prepare for the printer.

The plan of operation was to sell the prospect a course of training for \$287, which amount would cover all of the 100 assignments or lessons, and then they would permit the student to come into their shop from two to four weeks or whatever they felt was necessary.

I advised Mr. Cox the man I was interested in was a chap who was very much of a mechanical trend of mind and I could not see the advantage of his taking a year or a year and a half to study this material because he could not afford to do it without having some means of supporting himself, because what he wanted to do was to get into the merchandising of their particular room cooler.

Mr. Cox then informed me that it would not be necessary for him to spend that year and a half for study but he could come right into their shop and he personally would teach him all that was necessary to make him a half-way mechanic so that he could assemble their unit in the field and start into sales work.

Their plan of operation is to let the student pay his \$287 on the basis of \$5 or \$10 a month or whatever they wish, and when they have paid a certain amount, which figures I could not determine, they would ship him a compressor.

After he had paid more money, they would furnish him a motor and

so forth, until the student had received in full two motors, one a 1/2 hp. and the other a 1/20 hp., a 1/2-ton Chieftain compressor, two sets of coils, a fan for circulating the air, and two gas receivers, this material to be shipped to the student with sufficient small duct inlets and outlets and the necessary beaver board outside frame to hold the equipment intact, together with what shelving and braces were necessary for him to assemble the complete unit by himself.

In other words, a knock-down room cooler. Mr. Cox advised that this cooler would have a capacity equivalent to the melting of 1/2 ton of ice every 24 hours.

There does not seem to be anything definite about how many lessons a student might have to complete, the only thing that seemed definite in Mr. Cox's mind was that if a student would pay \$287, they would equip him with this knock-down assembly regardless of how much study he might do, because if their lessons weren't ready as he stated, they could send the boy right into Chicago and he would teach him the necessary cycle of refrigeration that he would have to know.

Mr. Cox could not give me the name of his sales manager or the name of any of his salesmen, although he stated that there were about 15 of them operating in the field, and some students had been enrolled, although he did not anticipate any of them coming into the shop for at least four to six months.

The only evidence of any refrigeration equipment at all in their shop was four old dilapidated household cabinets, none of them having any units in them, and it showed no evidence whatever of being a shop which could give any possible training in refrigeration.

Mr. Cox told me emphatically that they had no connection whatsoever with York, Baker, or the Kroeschell Engineering Corp., and he said that possibly the salesmen might have made those remarks because he could not control the statements that a salesman might make in the field.

At the close of my interview with him he said he would like to have his sales manager get in touch with me, and I told him I was visiting from California and staying with my mother, and if he would call me any evening at my home I would be glad to have a chat with him.

I did not have any opportunity to see their sales kit as Mr. Cox had none of their kits there, nor could he give me a sample or copy of an application that their sales force might use in the field. In other words, he didn't seem to know much about what the men were doing on the outside.

All he was supposed to do was to supply the parts for the assembly of the unit, all of which material is bought on the outside with the exception of the fan which he made himself, but the motors were all purchased on the outside and merely resold to the students.

These people, according to Mr. Cox, have only built two or three complete coolers and I saw no evidence whatsoever of any facilities which might be construed as an assembly room for getting into any type of production in the construction of these coolers.

Tests Prove it's Completely Waterproof.  
The New SI Small Capacity  
**MAGNET VALVE**  
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**Anaconda Copper**  
Refrigeration Tubes

Unusually soft!



THE AMERICAN BRASS CO.  
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General Office: Waterbury, Conn.

Don't Miss It!

Page 3

April 19th Issue!

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## Commercial Service

### How Instantaneous Water Coolers Are Incorporated In Soda Fountains

By Arch Black and Dean C. Seltz

During the past several years a few of the soda fountain manufacturers have incorporated an instantaneous cooler in their standard models to handle the city water and soda water cooling. In general two types of instantaneous coolers are used. The first type of instantaneous cooler is that in which the refrigerant liquid is controlled by means of a thermostatic expansion valve. As a typical example of a soda fountain using this type of direct expansion instantaneous cooler, the Bastian-Blessing 1936 and 1937 soda fountains will be described. This fountain makes use of the Frigidaire instantaneous cooler.

As an example of the second type of instantaneous cooler in which the liquid refrigerant is controlled by means of a float valve, the Brunswick-Balke-Collender fountain will be discussed. This fountain uses the flooded type Temprite instantaneous cooler.

#### 1936 Bastian-Blessing Soda Fountain

The 1936 Bastian-Blessing soda fountain was equipped with the Frigidaire instantaneous water cooler. At the same time it was fitted with one solenoid valve and one cold control which were utilized in controlling the temperature of the ice cream refrigeration circuit. During 1937 and 1938 this design of soda fountain was simplified by eliminating the solenoid and cold control. The 1937-1938 model will be discussed in detail, but rather than skip the 1936 model entirely, a short description of the refrigeration hook-up of it will be given first.

#### REFRIGERATION HOOK-UP

The 1936 Bastian-Blessing soda fountain was known as the White-Knight dry expansion fountain. The refrigeration hook-up for it is illustrated by means of a phantom view, Fig. 1, and a view of the creamer unit end, Fig. 2.

Fundamentally, the entire system consists of three separate refrigeration circuits, each having its own thermostatic expansion valve. All of the suction lines from the three separate refrigeration systems are tied together on the outside of the unit and brought to a common connection marked "out." Likewise the three liquid lines are brought to a common inlet marked "in." The exterior fitting for the suction line to the condensing unit is a 3/4-in. flare fitting and for the liquid line a 3/8-in. flare fitting.

Two of the three thermostatic expansion valves, together with the insulated instantaneous water cooler container, are installed inside the bottle storage compartment. The valves and connections are hidden from view by means of a removable metal partition. This construction protects the expansion valve from damage and at the same time permits the service engineer to readily remove the partition and make any necessary adjustments.

#### ICE CREAM CIRCUIT

The ice cream section of the soda fountain is refrigerated by means of a coil of 3/8-in. diameter copper tubing, completely wrapped around and soldered to the metal lining of the ice cream jacket. The design of this coil is such that a colder temperature will be produced in the brick or packaged goods compartment than in the bulk ice cream compartment. The coil is imbedded in a solidified asphalt emulsion, eliminating the use of brine entirely. On the phantom view of Fig. 1, a small section of this coil is illustrated and labeled "A."

Starting at the inlet liquid line labeled "In," the liquid refrigerant passes through two shut-off valves (21) and (11) to the 3/8-in. liquid line (2). This liquid line (2) passes through the heat interchanger (3) and then to the expansion valve (4). From (4) the refrigerant passes through into the ice cream refrigeration coil "A." This refrigeration coil "A" completely encircles the ice cream storage compartment. It ends on the wall of the ice cream jacket adjacent to the bottle storage compartment. The top few turns of the end of the coil are illustrated in Fig. 1.

From the ice cream jacket, the suction line from this coil passes into the bottle storage compartment and again enters the heat interchanger (3). From the heat interchanger this line passes outside of the creamer unit and can be traced on both Figs. 1 and 2. It first passes through the check valve (5), then the solenoid valve (6), and finally through the outlet connection, marked "out."

It should be particularly noted that the thermal bulb of the expansion valve (4) is inserted in a well soldered to the expansion coil on the side wall of the ice cream jacket adjacent to the bottle storage compartment.

Access to this well is obtained by removing the loose insulation in the top left hand corner of the bottle

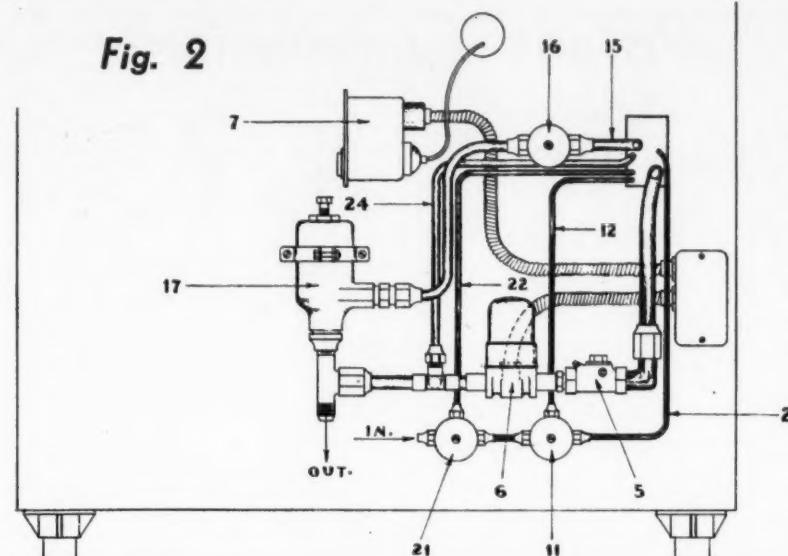
storage compartment. A small rubber stopper is fitted around the capillary tubing where this tube enters the well. The purpose of the stopper is to prevent the formation of condensation and ice inside the well.

The cold control (7) shown in Fig. 2 is an auxiliary electrical control, which operates the solenoid valve (6). The thermal bulb of the cold control is located in a well installed in the rear wall of the end bulk storage compartment. The cold control itself is mounted on the end of the creamer unit as illustrated in Fig. 2. The capillary line connects the bulb to the control. This thermal bulb well is located in the bulk ice cream compartment and must be filled with a light refrigeration oil and plugged with a small, rubber stopper to prevent ice or water from forming inside the well.

Basically, the cold control is a small thermostat which opens and closes the solenoid electric circuit, depending upon the temperature of the thermal bulb in the bulk ice cream compartment. The operation of the cold control and solenoid are exactly the same as previously described for the Russ solenoid-operated soda fountain.

As an example of the operation of the Bastian-Blessing 1936 refrigeration hook-up, assume that the refrigeration condensing unit is not running. The liquid refrigerant standing in the refrigeration coil "A" is slowly evaporating due to the heat entering from the room through the insulation. This heat finally raises the temperature of the thermal bulb of the cold control. As the temperature of this bulb increases, more and more pressure is exerted in the power element of the cold

Fig. 2



View of creamer unit end of 1936 Bastian-Blessing fountain.

control. It eventually makes an electric contact, permitting the current to flow through the cold control and solenoid valve.

The solenoid valve is then magnetized and opened. The pressure of the evaporating refrigerant in coil "A" then passes to the switch of the condensing unit so that it starts operating. As the condensing unit operates, removing the evaporated gas and lowering the pressure in the expansion coil "A," the thermostatic expansion valve (4) opens, allowing more liquid refrigerant to enter the coil "A." This process repeats until the thermal bulb of the cold control is again refrigerated to desired temperature.

At this point, the pressure in the power element of the cold control is

not sufficient to keep the electric switch closed, and consequently the electric circuit is broken. Immediately the solenoid valve becomes demagnetized and drops to its seat, completely closing the suction line. The condensing unit may continue to operate, but no further refrigeration will be obtained by the ice cream jacket until the thermal bulb of the cold control warms up again and the entire operation is repeated.

From the above it is seen that the refrigeration in the ice cream section is controlled entirely independently of the other systems multiplexed with it, since the ice cream receives refrigeration only when the solenoid valve is open but receives none when this valve is closed.

(To Be Continued in Next Issue)

## SERVEL

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Whether your requirements are large or small, standard or special, Servel engineers can help you solve your most vexing problems of commercial refrigeration or air conditioning. Write today to Servel, Inc., Electric Refrigeration and Air Conditioning Division, Evansville, Ind.

Servel's 4-cylinder 20 HP machine unit - one of 50 models in the complete line.



"You will be pleased, I am sure to learn that we are receiving an exceptionally large number of inquiries from the field and no small part of this I am sure is creditable to the advertising and general publicity in your columns."

-- W. J. Aulsebrook, Asst. Sales Manager, Servel, Inc.

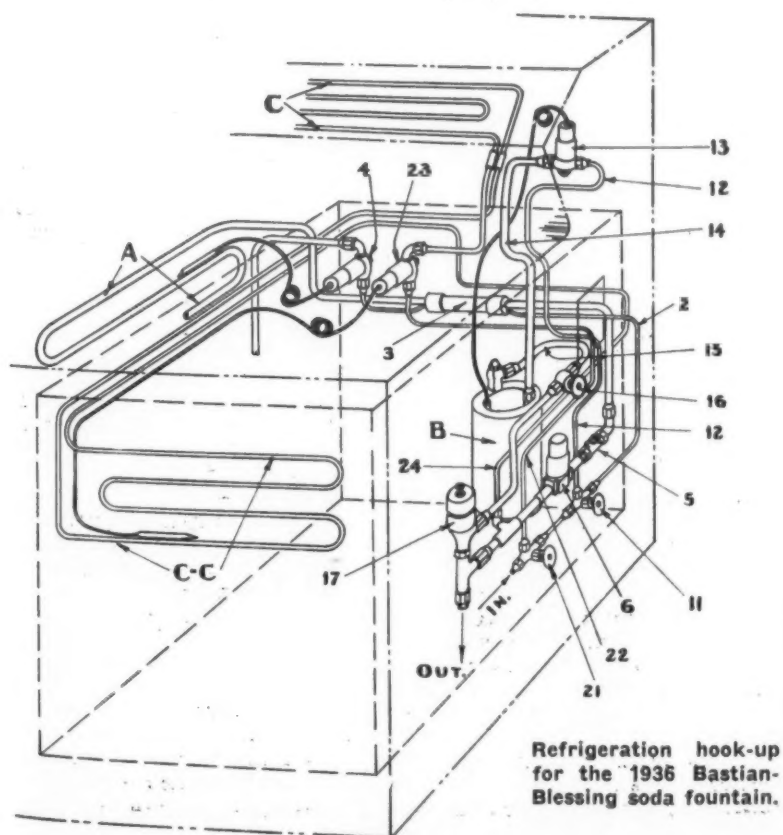
Activity in the commercial refrigeration market is very gratifying and it is pleasing to know that advertisers of commercial refrigeration equipment find such lively response among readers of the NEWS.

Distributors, dealers, salesmen, and service men engaged in commercial refrigeration find a wealth of interesting information and important news in the editorial columns.

Naturally the advertisements featuring commercial refrigeration equipment are read by them with a keen degree of interest.

**Air Conditioning & Refrigeration News**  
"The Newspaper of the Industry"

Fig. 1—Diagram of Refrigeration Hookup



Refrigeration hook-up for the 1936 Bastian-Blessing soda fountain.



# Patent Commissioner Declares Inventors Need Better Protection

## Suggests Revisions Of Present Code

(Concluded from Page 1, Column 4) producing goods these industries have provided their workers with the means of purchasing them."

Stating that it would be a strange paradox if those who operate and use a system which rewards improvements as well as original, basic inventions could not perceive its defects and devise correctives, Mr. Coe said that he is unalterably of the conviction that the patent system is capable of betterment and that this can be accomplished.

"In conceding that the system must

be revised," Mr. Coe pointed out, "I must not be understood to admit the existence of all the various evils that are charged to it, or to accept all of the remedies advocated.

"For example, it is frequently alleged that the system abets the creation of monopolies and restraints of trade; that it causes unemployment; that it invariably works injustice to the poor inventor; that its net effect is detriment to industry and commerce.

"Let me say, as accurately as modestly, that I yield to no one in the desire to free our patent system from inequities and abuses and to enhance its usefulness. I wish it to serve in the future, as it has served in the past, the needs and best interest of the American people.

"There are, however, two limita-

tions I would impose on those who cry for reform in the legislation now governing the issuance and use of patents.

"These conditions are: first, that the proponents of reformative measures prove the existence of evils requiring correction; second, that the plans they propose for adoption hold at least some promise of effectiveness.

"One of the pet prescriptions for the ills of the patent system is compulsory licensing. What improvement in the present situation could this scheme possibly assure? The hope of its sponsors appears to be that it would circumvent the alleged suppressors of patents. This effect, I feel certain, they assume without satisfactory evidence that suppression exists. Not one of those who condemn the alleged practice, and with whom I have spoken, has been able to point to a single concrete example of actual and deliberate suppression having reprehensible intent."

Mr. Coe told the Nema representatives that the most harmful consequence of compulsory licensing would be its curtailment of research and discoveries and the commercialization of new inventions. It is expecting too much, he asserted, to hope that capital would continue to be risked in such research and development when faced with the certainty that the gains would have to be shared with those who had borne none of the expense of creating new products.

"If the patent system is to continue fulfilling the constitutional purpose of its establishment—to promote science and useful arts—we must preserve the present exclusive character of the grant," Commissioner Coe declared.

### PATENT POOLING

He went on to discuss the charge that the concentration of large number of patents in a single control, either by purchase or pooling, permits the domination of industry; fosters conspiracies in restraint of trade; the limitation of production, the fixing of prices, etc.

Granting that patents are susceptible to misuse and abuse, the commissioner said, the proper corrective for such wrongs is not the destruction of patents. If it is legally demonstrated that, through ownership of patents, a single concern or a group dominates an industry to the public detriment, the proper recourse is the Department of Justice.

If owners of patents use these instruments for unfair competition, the Federal Trade Commission can act.

Should the present anti-trust laws and unfair trade practices statutes be inadequate they should be strengthened.

"The abuse, not the right use, should be penalized," said Mr. Coe. "We should not, for instance, outlaw automobiles because they are used by gangsters.

"Monopolies have existed before and since the patent system was devised, controlling goods and services never contemplated as patentable. Could we, however, have a patent system without monopolies?

"No American among his contemporaries or his successors has achieved a greater reputation as an opponent of monopoly than Thomas Jefferson. Yet he not merely sanctioned, he eloquently advocated the form of monopoly represented in patents.

### KINDS OF MONOPOLY

"A great deal of misapprehension results from the failure to distinguish between the monopoly or privilege vested in a patentee and the sort of monopoly that kings once conferred. It is only when we appreciate this distinction that we can understand how Jefferson could consistently advocate patents for inventions while condemning the traditional form of monopoly.

"Americans generally detest monopoly in the true sense of the term because it makes possible the ruthless exercise of power. Indeed, the American Revolution was precipitated by popular resentment of the monopoly on tea held by the East India Company. It would, therefore, have been exceedingly strange if, only a few years later, the delegates sent to the Constitutional Convention by Massachusetts and the other colonies should have been willing to sanction an equivalent form of monopoly

under the new government they were creating.

"In the sixteenth and seventeenth centuries a king or queen of England could reward a favorite by granting him a monopoly on salt or some other necessary of life. This beneficiary of royal favor was not, of course, the discoverer of salt. That came ready-made from the hand of the Creator eons before the advent of man. What the darling of His or Her Majesty received was the power to compel others to use salt solely of his supplying and only on terms of his dictation.

### REWARD FOR SHARING DISCOVERY

"But a patent is no such monopoly. It is a reward for the invention or discovery of something new, something before unknown, something added to the sum total of human knowledge, utility, well-being, and which the inventor or discoverer, despising the lure of money or fame, might have withheld from his fellow-men.

"By the monopoly that goes with a patent, then, the Government recompenses and, for a limited time, protects the inventor or discoverer who gives to the world the use and benefit of his invention or discovery. This is a kind and a degree of mutuality that negatives monopoly in the old or the current concept.

"Monopoly in the latter sense of the term gave to an individual or a group complete dominion of something already existent. A patent awards monopoly to the producer of something original, something super-added to the common store. So it is that two things bearing the same name need not be of the same nature."

Mr. Coe expressed his belief that the poor inventor, and through him the public, suffers injustice precisely for the reason and to the extent that the monopoly—the exclusive right—purportedly bestowed on him is not now fully safeguarded.

"What we need is not to decrease but to enhance the monopoly called a patent," Commissioner Coe advocated.

"Genuine protection in that form would be the last surviving bulwark standing between the inventor and the onslaught of mighty and ruthless corporations.

### PATENT AS A LEVELER

"A patent should function as a leveler whereby an individual or a company of small means may be enabled to hold his or its rights of property against the pressure of the strongest adversary. It should have a protective character like that of a high-power rifle in the hands of a puny man beset by a wildly charging bull elephant. Unfortunately, the patent affords no such safeguards.

"When a patent issues to an inventor we purport to give him the right—the exclusive right—for a term of 17 years to prevent others from making, using or selling the invention covered by it. But we say that with our tongue in our cheek, for we know better than he that by our present method of adjudicating patent rights he will find it exceedingly difficult to prevent the wrongful appropriation of his property and may be compelled to stand helpless while he is despoiled.

### LICENSE TO START A SUIT

"If the inventor undertakes to invoke the law for his protection he must file suit in a United States District Court. If the decision of that court be objectionable to him or to the other party, the case must be taken to one of the 10 Circuit Courts of Appeals. This in itself is a heavy financial burden, but one which perhaps, most inventors could bear with their own means or help of others.

"But having taken this appeal, what has he gained? Hardly more than a ruling as to his rights in that particular circuit. He must then, at least theoretically, go from one to another of all the other nine courts of appeals in the United States. If, from these many litigations, there come conflicting decisions, he has the privilege—if he still has the wherewithal—to carry his case to the United States Supreme Court.

"At the recent hearings before the Temporary National Economic Committee I presented a graphic por-

trayal of what occurs all too frequently in the litigation of patents. It was the recital of the facts in a case that remained in the courts for 10 years without final decision.

"This patent has been held valid, but not infringed; valid and infringed; and invalid—about every possible decision that could be reached.

"So far, seven suits involving the patent have been filed in four different circuits, and there have been two unsuccessful attempts to reach the United States Supreme Court. It is now beyond the power of any one to say what the exact status of this patent may be.

"Then there is the case of a patent issued in 1923. It was in litigation and declared valid by the Court of Appeals of the Fourth Circuit in 1926. During all the 13 years following that decision the patent and the public apparently assumed that the patent was valid.

"Then, on the first day of last month (February 1939), the Circuit Court of Appeals of the Third Circuit held the patent invalid. How can a manufacturer, an inventor, or the public count on anything like decisiveness, in such a situation?

"A small business man, testifying before the Temporary National Economic Committee, related how his company had been forced to spend \$300,000 to protect itself against invasions of its property. If a powerful individual or combination should take this means of ruining a competitor of small resources how could he withstand the attack?

### SINGLE PATENT APPEAL COURT

"With these cases and many others in mind I recommend the creation of a single court of patent appeals.

"Such a court having jurisdiction of patent appeals coextensive with the United States and its territories, would operate to reduce the time and cost of litigating questions of ownership, validity and infringement of patents and obviate conflict of decisions between appellate tribunals.

"It would, in my judgment, assure to patentees, industry, and the users of patented inventions a remedy for some of the most serious evils in the present patent system.

"Not all of the possibilities and actual instances of abuse of the system would be eliminated by the establishment of the single court I advocate. In the patent office itself there are opportunities amounting to temptations to harm individuals and wrong the whole public. There is, for example, the practice—the artifice—of deliberately prolonging the pendency of applications.

### STRETCHING THE PERIOD

"I cited to the Economic Committee a resort to this stratagem by an applicant who continued the prosecution of his application for 27 years so that he had in effect a monopoly for that period plus the term of 17 years following the grant of his patent.

"Any procedure which permits a lapse of 44 years between the filing of an application and the expiration of the resultant patent cannot be tolerated.

"To correct the abuse of long pendency and to force the early beginning of the monopoly and its correspondingly prompt expiration, I recommend the adoption of the so-called 20-year proposal.

"This proposal does not increase the present period of the monopoly, which will remain as now, 17 years. Its purpose is to fix a definite time, calculated from the date of filing, beyond which the monopoly or any of its ramifications cannot continue.

"Regardless of the time consumed in the prosecution of the application, the monopoly must end 20 years after the date of filing.

"Three years has generally been regarded as a very liberal allowance of time for prosecuting a patent application. If a law such as that recommended were enacted, a patentee who diligently prosecuted his application and obtained his patent in three years would enjoy the full 17-year monopoly.

"If, however, he delays the prosecution or attempts to keep his case in the patent office, he will be positively penalized by the shortening of the monopoly. In other words, if he consumes five years in the prosecution his monopoly will expire in 15 years after the grant of his patent.

(Concluded on Page 15, Column 1)

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## Dept. of Commerce Studying Taxes, Trade Associations, Thorp Tells Nema

(Concluded from Page 14, Column 5)  
If he takes 10 years, his monopoly will be reduced to 10 years.

"It will, of course, be contended that in some cases an applicant will be penalized and have his monopoly reduced by reason of ill-advised actions of the patent office and because of delays for which he is in no wise responsible. Admitting this to be a possibility in some cases, I nevertheless feel that the permanent public interest is paramount to the occasional inconvenience of an individual. Accordingly, the 20-year proposal prefers the public interest to an individual interest.

"Not all of the delays in the patent office are the fault of the applicant, and indeed some cannot be avoided. This is especially true when his application becomes involved in an interference instituted for the purpose of determining priority between him and another inventor.

"There is no question that the interference procedure has been greatly abused and that in some instances it has been invoked for unworthy purposes, as, for example, to delay a competitor's application in the patent office.

### PROPOSES 20-YEAR PERIOD

The 20-year proposal could not be applied equitably and fairly along with the present interference practice. It is therefore evident that, concurrently with the enactment of the 20-year proposal, there must be a radical change in interference procedure.

"While it is the unanimous opinion of the officials of the patent office and virtually the consensus of the patent bar and the public that the interference practice should be reformed, there are many and diverse views as to the best way to accomplish the purpose.

"Some, for example, would go to the extreme of abolishing interferences entirely and award the patent to the earliest applicant. This would be a harmful practice because it would result in a race of inventors to the patent office, bring in a flood of improperly prepared applications, and conduce to fraud and even to the theft of inventions.

"After years of study, during which I have considered literally thousands of suggestions, the recommendation I made to the Temporary National Economic Committee impresses me as the most satisfactory, although I concede that this particular proposal, like many others, will provoke dissent.

"In my judgment the changes I propose would minimize the duration and materially lessen the cost of interferences and would make it possible to apply the 20-year bill without unfairness or injustice.

### ABOLISH RENEWAL APPLICATIONS

"Renewal applications should be abolished. Under the present practice an applicant may prosecute his application to the point of allowance, fail to pay the final fee required by law, and thereafter renew the application and resume prosecution. This procedure seems to be wholly unnecessary and I recommend its unconditional abolition.

"The historical warrant for the renewal procedure was the purpose of affording relief to an applicant who was unable to pay the final fee when this became due. But it is now used frequently by corporations which are quite able to pay the final fee but which resort to the procedure as a device for continuing the prosecution of their cases.

"As a safeguard for an inventor who is financially unable to pay the final fee within the statutory period I propose that the Commissioner of Patents, upon proper showing, have authority to receive payment of it at a later time.

"Under the present law, an inventor may make public use of his invention for two years before filing his application. As a further step in accomplishing an earlier filing of the application looking to earlier issue of the patent, I propose that this public use period be reduced from two years to one.

"The present law allows an applicant two years within which to copy a claim from an issued patent for the purpose of asserting the priority

of his invention. As a parallel to the other steps which have been recommended to rid the patent procedure of this element of elapsed time, I propose that this period of two years also be reduced to one.

"Finally, I recommend that the authority of the Commissioner of Patents be enlarged so that under proper circumstances he may require an applicant to respond to an office action within less than the normal statutory period of six months.

"This grant of authority is necessary to the curtailment of the period of pendency of applications. An application may have been prosecuted for three years, and all material issues resolved, except for the correction of a slight inaccuracy or the adjustment of a controversy about a minor point.

"Under such circumstances it is felt that the Commissioner of Patents should be authorized to require an applicant to respond within less than six months and, if it should be felt that the exercise of the power should be restricted, a minimum of 30 days for response may be fixed.

"You will observe that my proposals deal almost wholly with procedure and do not alter the basic principles of the patent laws. These I regard as sound. The procedural weaknesses and vices, however, are so obnoxious that their continuance will inevitably provoke attack on the fundamentals of the system.

### O'MAHONEY REASSURES MANUFACTURERS

"Manufacturers and others have been greatly reassured by the words of Senator O'Mahoney, Chairman of the Committee. The full text of his statement appears in the report of the hearings of January 20. The gist of it is worth repeating. He recounted and apparently accepted certain facts adduced in the testimony. These were in substance:

"First, that inventors and business still need the protection of patents.

"Second, that the patent system has been of inestimable benefit to the country and may be regarded as one of the principal factors in American industrial supremacy.

"Third, that while there is increasing corporate development and control of patented inventions, the opportunity for the individual inventor in a large field of activity has not been much restricted.

"Fourth, that a single court of patent appeals is needed as a bar to those who would make baseless attacks on patentees.

"Fifth, that patent procedure should be improved in certain respects recommended by the Commissioner and other witnesses."

### DR. WILLARD THORP

Dr. Willard L. Thorp, Special Economic Adviser to Secretary of Commerce Harry L. Hopkins, predicted "closer working cooperation" between the Temporary National Economic Committee and the business community in solving the nation's economic problems.

He presented this viewpoint in an address before members of the National Electrical Manufacturers Association, meeting here with Commerce department officials to exchange trade views and to become better acquainted with the department's facilities to assist them in expanding the market for their products.

Dr. Thorp, who is Director of Studies of the TNEC for the Commerce department, declared:

"It is our hope that a closer working relationship can be developed between those industries which have shown their concern in finding some solution to our economic problems and the government agencies working on these same problems."

The TNEC's activities, Dr. Thorp said, are directed toward seeking the causes and effects of this rapidly changing and highly complex economic order with the view of pointing the way to correctives by both business and government.

The Commerce department is playing an important role in the committee's appraisal of the American economic system, Dr. Thorp said. The basic problem assigned to the department is to canvass the system

with particular reference to the importance of large enterprises and the degree of concentration in various industries, he explained.

In this connection, he added, many new tabulations of census and other data are being made, and many of the larger business organizations are being studied with reference to the influence they have on the economic system.

Another important study which will cast light on the workings of the American economy is that of trade associations, Dr. Thorp said. He told the Nema that a report on trade associations is now being prepared by the department on the scope, characteristics, and activities of more than a thousand of these organizations.

Dr. Thorp revealed that among other projects of the TNEC undertaken by the Department of Commerce is included a study of tax pay-

ments, which is intended to indicate the relative weight of federal, state and local taxes upon enterprises of various sizes. In another study, he said, the financial experience of a considerable number of small enterprises during the past decade is being traced.

Another important project is a study of the experiences of other countries with respect to the problem of concentration and the policies adopted by their governments to deal with problems similar to those with which the TNEC is concerned, Dr. Thorp added.

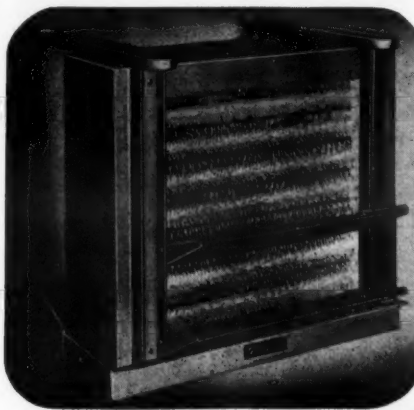
Dr. Thorp said it was his personal opinion that one of the greatest contributions resulting from the work of the TNEC has been to focus the interest of business men on the problems and practices of business. He pointed out that several industries and a number of companies are now making a careful examination of

their own practices to satisfy themselves that their policies are not contrary to the public interest.

"Such studies of their record of performance can not help but add to our knowledge and to the possibility of finding effective solutions to our problems," Dr. Thorp said.

In discussing the work of the TNEC, Dr. Thorp said the full scope of the committee's undertaking could not be gathered from the public hearings that have been held.

He explained, "It is not surprising that the general public has drawn its conclusions about the activities of TNEC from the public hearings that have been held. But it is extremely important to realize that these hearings are but a minor phase of the committee's work and many of the problems about which the committee has deep concern can be approached only by careful and detailed research."



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## Industry's Future Needs For Trained Men Met By Home Study And Actual Work On Modern Equipment in Laboratory

By Robert Price

CHICAGO—Men trained the way an industry wants them trained. Like all great industries engaging men and machines, refrigeration and air conditioning have a constant demand for well-trained men to fill the places created by the expanding functions of manufacturers, distributors, contractors, and dealers.

As these divisions of the two industries have come to demand specific requirements in trained men, it is the accepted task of the Refrigeration & Air Conditioning Institute here to train men to meet the special requirements.

The Institute is particularly well equipped to train men, having a physical plant that includes almost every type of machine equipment, laboratories, classrooms, and a complete setup for carrying on the extension training which precedes the practical shop training period at the school itself.

A brief visit at the school cannot reveal everything concerning the course of study, the machines used, or how the students go about preparing themselves for a place in the field. But from the point of view of an observer who knew very little about the Institute or its training program—but who went to see—a look into the actual workings proved informative and very interesting.

### COMBINATION PROGRAM

The training program of the Institute, which is a division of the Industrial Training Corp. of Chicago, is a combination of home-study and shop or laboratory work. The home-study, or extension work, consists of about 125 lesson-assignments covering the principles underlying the different phases of refrigeration and air-conditioning work; explaining how these principles are put to work in actual practice, and including a complete description of the types of equipment used in a system, and their function in that system.

This represents about 1,000 hours of home-study work, and it is said that the average student takes about 18 months to complete this section of the training. He is then brought to Chicago for an intensive four weeks of applying the theory in laboratory work. Training at the school is designed to tie in closely with the preliminary training and with the branch of the industry chosen by the student.

Physical equipment of the school consists of three buildings containing laboratories, classrooms, and a complete outlay of equipment to study every phase of air conditioning and refrigeration; a large administration building; and an occupied, two-story, old frame house, the newest addition to the experimental equipment, which is used for the study and solving of the hardest sort of problems in air conditioning.

The administration building is given over largely to the conduct of the extension end of the training. More than 250 persons are regularly employed in this work. Tabulating machines, electric typewriters, a large multigraph department, a photostatic and developing department, and many other intricate machines are employed to carry on the routine checking of correspondence and lessons received daily from its students, who are said to be from every part of the United States and Canada, and from practically every part of the world.

### BOARD OF GOVERNORS

The outlining and preparation of the training program, both extension and laboratory work, is supervised by a board of governors appointed by some six or seven manufacturers of refrigeration and air-conditioning equipment. This board acts as an advisory body and prescribes what should be included in the courses, as well as directing generally the matters of acceptance of students, examinations during training periods, and in a way, sets the policy of the school itself.

In this way it is believed that the Institute can more nearly meet the demands of manufacturers, and so train men to fit the special needs of the industry as the industry itself outlines these needs.

The training program is in a continual process of change and amendment. Since the Institute was

founded in 1934, there have been many additions and changes undergone. From the original course of refrigeration has come the present setup which includes almost every phase of modern refrigeration and air conditioning. Now, with the new problems of manufacturers and dealers, new problems in installations and sales, and the realization that men must be fitted for the specific problems of a specific locality or set of conditions, the training is being adjusted to fit these new needs.

Selection of students is made through a series of intelligence and mechanical aptitude tests given by field representatives of the school who, at the same time, send in all available information on the prospective student. This information is carefully checked and applications for training are accepted or rejected on the basis of these tests.

### ENTRANCE TESTS

This series of tests has been prepared with the aid of a consultant psychologist, Dr. S. N. Stevens, of Northwestern University. To arrive at the present form of the examination, 8,000 tests were given in high schools, colleges, manufacturing plants, and to men in the field. They are designed to give an indication of the applicant's general qualifications for this kind of work. Marginal cases are accepted on a 90-day probation basis, during which time there is a further chance for observation and decision as to the advisability of continuing the course.

In general, applicants under 17 or over 50 are not allowed to enroll. In special cases, exception is made, but the applicant is advised as to the special difficulties confronting a student considered too old or too young to receive the best results from the course.

### START BY MAIL

After this inquiry into the candidate's fitness, the lessons are begun by mail. Lessons, spaced according to the individual's ability, cover theory and problems, and it is the student's job to solve the problems as they are sent. Each student has a counselor at the home office, who acts as a teacher and helper to the student, and any problems which occur in the tests are referred to this counselor. He then endeavors to advise the student, suggests the best means of overcoming the difficulties, and prepares him for the next part of the instruction.

Naturally there are times when the original analysis of the field representative is faulty, or the student's mark on the aptitude test is not indicative of his ability under fire. This often brings complaint from the students as to the difficulty of the course, unwillingness to continue, or a check on the part of the school itself.

Such cases are referred to a "committee on complaints." This body is made up of representatives of the sales, credit, and extension divisions. Here the case is considered from the angles of the student, the salesman, and the policy of the school. After discussing the complaint as evidence, the committee decides just where the trouble lies. A decision is handed down and the student is notified as to the committee's opinion. In some cases, it is deemed inadvisable for the student to continue; in such cases the fees paid by the student are refunded.

After the student has completed the prescribed extension course, and passed the final examinations, it is assumed that he is ready to start the laboratory, or shop, training. New classes arrive at the Institute every week and are advanced from

week to week through the different sections, beginning with domestic refrigeration and ending with heating. After four weeks of training—and this is a training of long hours and hard work—they are examined for graduation. Work done in this laboratory period is graded and checked, and no man graduates without the approval of instructors and school officials.

The student body represents men of all types and with varying backgrounds. Some are college trained, some are high school graduates, while some have grade school education or several years work in high school. Some are men who have been engaged in some branch of the industry desiring to improve their knowledge and technique; some are entirely inexperienced but see the possibilities of starting out in the refrigeration and air-conditioning industries. It is said that the average age of the students here is 26 years.

### BEGIN IN DOMESTIC

They begin their training in domestic refrigeration. The equipment in the two large laboratories is first explained by the instructors, and then the work is begun. This includes the diagnosing and correcting of mechanical difficulties, of overhauling, balancing, servicing, estimating, selecting equipment, and making actual installations. Units and motors are taken apart and assembled and the problems of service and installation covered in the laboratory. To complete the treatment of domestic refrigeration, classrooms periods are used for further explanations and for the working out of problems arising in the work periods.

The equipment used here includes a collection of domestic refrigeration units, and a wide variety of parts and accessories. All equipment used here, and in all other departments, is owned by the school, the theory being that the school is under no obligation to any one manufacturer, and in addition, there is no hesitancy on the part of instructors or students in working on machines that are the property of the school.

### COMMERCIAL NEXT

After a week in domestic refrigeration, the student advances to commercial refrigeration and air conditioning. Here is studied the balancing of commercial systems, service practice, air distribution, and the balancing of air-conditioning equipment. Commercial refrigeration work includes several types of coolers, cases, ice cream dispensers, beverage coolers, ice making machines, walk-in boxes, frozen food and storage lockers; while the air-conditioning section covers several complete sections of the representative type of cooling equipment and different types of unit room coolers. Auxiliary equipment such as fans, filters, and other devices for air distribution is also studied.

In all this equipment is created the service and installation problems which will be met later in the field. Students work with instructors on these specific problems and they must be able to understand and explain the operation of the machine on which they are working.

Adjacent to this laboratory are classrooms and a blueprint gallery. In class periods parts and operations are taken up for explanation and chart discussion, and students must be able to understand and work from blueprints.

On the second floor of this building is another experimental room given over to the study of air-conditioning operations and auxiliary equipment. Here again problems are created and solved. There is a small room to manufacture various conditions and degrees of temperature and humidity in order to adjust the workings of machines to best take care of these problems.

The whole idea seems to be the creation of problems in the machines and in conditions concerning installations so that many of the difficulties to be met in the field may be considered and overcome here. Then the man who sets out to do a job will have a familiarity—gained at the school—of the service or installation

(Concluded on Page 17, Column 1)

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## 'Typical Day' At Refrigeration & Air Conditioning Institute Shows Students Hard At Work



Refrigeration & Air Conditioning Institute students in the process of overhauling domestic refrigeration units. During this process, the student must dismantle the compressor, inspect each part and repair it if necessary, reassemble it, and test it before it is put back into use.



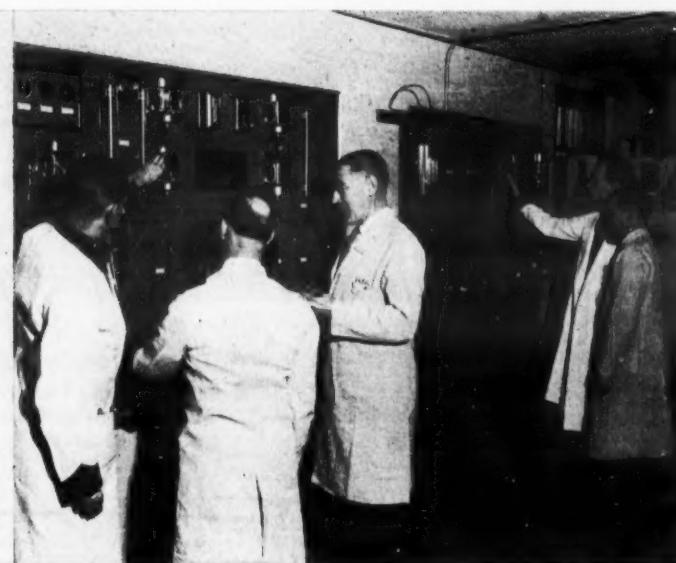
Sectional view of laboratory in the commercial refrigeration department. Equipment at the extreme right consists of a central year-around air-conditioning plant. The groups of students are working on a beverage cooler, refrigerated bar, and display counter.



Close-up of the heating department. Students in the foreground are building the combustion chamber in a furnace. The two students with the instructor in the center of the picture are overhauling an oil burner unit. Directly behind them students are making the final adjustments on an oil burner. In the background, students are checking system for fuel consumption.



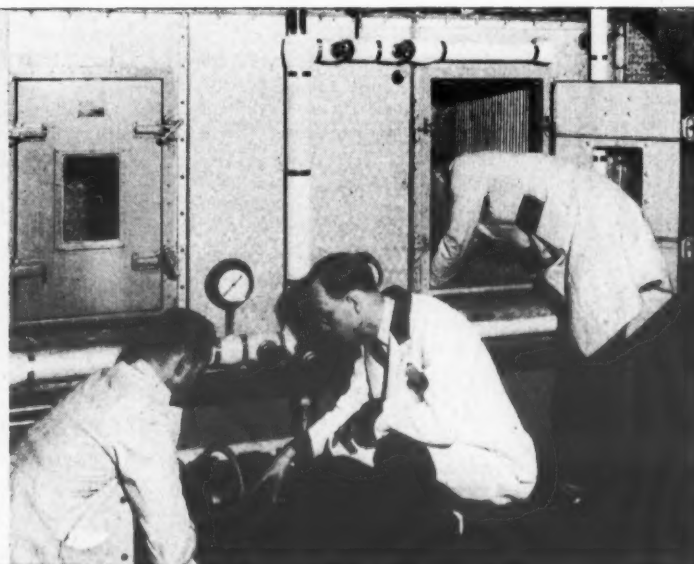
Another view in the commercial and industrial refrigeration department, showing the special demonstration unit in the foreground. This unit is set up in such a way as to simulate almost every service difficulty found in commercial equipment in the field. Doors on the extreme right lead to the quick freeze and locker storage rooms.



This view shows part of the auxiliary equipment department, where students must study operations and make adjustments on the thermostatic and pneumatic controls. These are arranged to duplicate typical air-conditioning control systems in the field, and R.A.C.I. students are required to set them to suit predetermined requirements.



Here is shown one of the central year-around air-conditioning plants used in laboratory work. The students in the background are shown making adjustments and learning how to balance the air-conditioning equipment.



Another view of the auxiliary department, where students are shown studying the principles of operating and servicing air washers. During these service operations the student must check the operations for efficiency.



Working in the experimental home. After making a complete survey of the building and selecting the correct equipment, the students must balance the installation. Here they are making the final damper and control adjustments.

### Old Frame House Serves As Laboratory

(Concluded from Page 16, Column 5)

Problems at hand, and will consequently be able to do a much quicker and better job. Next door to the laboratory building is the old frame house used in the study of air-conditioning problems. No attempt has been made to modernize the house to any degree, and it provides an excellent testing ground for the most difficult problems in air-conditioning layout, estimating, installation, and operation. Because of its ancient design and

construction, it is considered by the Institute and manufacturers alike to be one of the most valuable pieces of experimental equipment.

And that, in brief, covers the general working plan and operation of the Institute. Quite naturally, very little detail could be learned from a brief inspection of the plant, and an explanation of the technical part of the instruction could not be covered from the brief inspection it was given. This much, however, can be said in summary. The school is a carefully organized and modernly equipped organization operating with the professed purpose of carefully and completely training men to fit specific positions in the refrigeration and air-conditioning industries.

Instructors, said to be drawn largely from men trained in manufacturing plants and from engineering colleges, are chosen as thoroughly competent to aid these students in preparing themselves for a profitable and useful job in their chosen work. The whole educational setup is under the direction of Dr. Stevens of Northwestern University. Handling the extension end of the training is Dr. E. A. Richards, formerly of Columbia University. Students are given the added advantage of concentrated instruction as there is one laboratory instructor for every 12 students.

Educational department officials state that in the future, as in the past, every attempt will be made to

contact the respective industries, learn their needs, and follow suggestions. The course will be kept flexible enough to include, at once, all new developments in refrigeration and air conditioning.

Mr. Smith, the Institute's vice president, readily admits that there are many persons who continue to hold a prejudice against all trade schools—simply because they have never had an opportunity to actually visit a reputable industrial training organization. He adds that his school welcomes visits from the press, and from all persons who are interested in seeing the school's equipment and in learning something of the training methods.

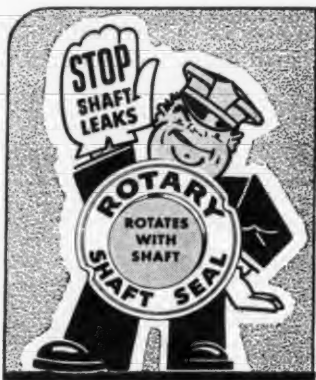
For these persons a trip to a

school such as the Refrigeration and Air Conditioning Institute would be a surprise, and it seems certain that the organization would welcome any and all chances to give interested, skeptical, or puzzled persons full opportunity to observe and draw their own conclusions.

The Institute here is confident that it is discharging its particular duty and primary purpose to "train men the way the industry wants them trained." How successful this may prove should depend entirely upon the effectiveness of the training offered—and the qualifications of the students themselves. So it is in any training school, mechanical or otherwise. The accomplishments of the trained men will be the final answer.



## THE BUYER'S GUIDE



### ROTARY SHAFT SEALS

Increased customer good-will and lowered cost of maintenance always follow the use of Rotary Shaft Seals. A trial will prove their superiority.

IMPROVED MODELS • LOWER PRICES • SEE YOUR JOBBER

**ROTARY SEAL COMPANY**  
803 West Madison Street, Chicago, Ill.

CONTINENTAL EUROPEAN OFFICE: Walderstraat 52, Den Haag, Netherlands. CANADIAN OFFICE: 382 Victoria Avenue, Westmount, Montreal.



# Chieftain

Message

No. 35

#### CHIEFTAIN FACTS:

What constitutes a good product?

(1) A device correctly engineered. (2) A device properly manufactured.

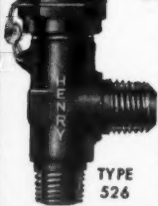
This combined with the right price means profits to Tecumseh customers.

**TECUMSEH PRODUCTS CO., TECUMSEH, MICH.**

Canadian distributor: Refrigeration Supplies Co., Ltd., London, Ontario

### HENRY AUTOMATIC PRESSURE RELIEF VALVE

ANGLE TYPE WITH PUSH ROD FOR EMERGENCY RESEATING



Has safety code approval. Provides instant and accurate pressure relief. Automatic closing and reseating. Angle construction and push rod permit reseating without removing valve or pumping down system. Used from either high or low side to atmosphere, or from high to low side of system. Pressure range: 90 to 250 lbs.

TYPE 526

**HENRY VALVE CO.** 1001 19 N. SPAULDING AVE. CHICAGO, ILLINOIS  
STOCKED BY LEADING JOBBERS

WRITE FOR CATALOG

## NEW IDEAS FOR REFRIGERATOR DOORS

1. Locked-in, lift-out doors
2. Tightly closed overlap
3. Reduced air leakage
4. Roller bearings
5. Quiet closure
6. Lighter weight
7. Greater strength
8. Shock absorbing jamba

AT no extra cost—all the engineering features for display cabinet doors listed at left—with the new Ace "Loxit" hard rubber assembly units—doors, rails, jamba. Complete range of sizes. Write for details of new standard closure lids and insulating rings for frozen foods cabinets, ice cream cabinets and soda fountains. American Hard Rubber Co., 11 Mercer St., New York . . . 111 West Washington St., Chicago, Ill. . . Akron, Ohio.

### ACE "LOXIT" PATENTED DOORS



### PURO ELECTRIC WATER COOLERS

Thoroughly reinforced all steel attractively finished cabinets.  
Complete line of different Models and Capacities.  
Write for details and sales prices.

**Puro Filter Corporation of America**

440 Lafayette Street, New York City

Spring 7-1800

### You can make COILS with this new IMPERIAL tube bender!

HERE'S something entirely new in tube benders—an Imperial hand tube bender that will not only handle all types of bends but you can easily form round and obround coils with it. Furnished in four sizes for 3/8", 1/2", 3/4" and 1" tubing.

Call your jobber and try out one of these new No. 406-F tube benders.

IMPERIAL BRASS MFG. CO., 565 S. Racine Ave., Chicago



### IMPERIAL Tube Benders

VALVES • FITTINGS • TOOLS • CHARGING LINES • FLOATS • STRAINERS • DEHYDRATORS

### ACME PRODUCTS

REFRIGERATION AIR CONDITIONING

PIPE COILS - FINNED COILS - TUBING COILS - AMMONIA SHELL AND TUBE CONDENSERS - FREON CONDENSERS - EVAPORATIVE CONDENSERS - BRINE COOLERS - SHELL AND TUBE WATER COOLERS - DRY EXPANSION WATER COOLERS - UNIT COOLERS - BAUDELIN TYPE WATER COOLERS - ACCUMULATORS - HI-PEAK STORAGE WATER COOLERS - OIL SEPARATORS - LIQUID RECEIVERS - SPECIALTIES

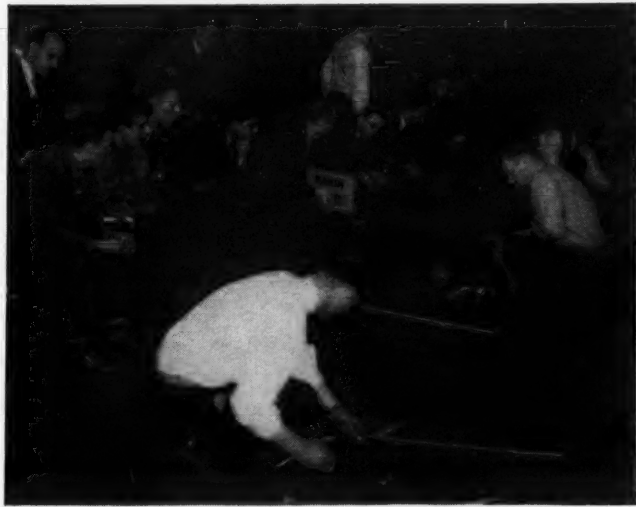
All of the above units made to use with Freon, Methyl Chloride and Ammonia

**ACME INDUSTRIES, INC.**

JACKSON

MICHIGAN

## Camera Flashes From the New England Parts Show



Above: Madelyn, attractive assistant to Carl Payson, Springfield, Mass. jobber, learns more about some of the products her boss sells from Charlie Logan (left), Superior, and "Skipper" Barr, Penn. Upper left: Jack Josephson, winner of the tube bending contest for service men, at work on his project. Looking on, at extreme left, is Joe Simons of Marsden & Wasserman. Lower left: At work—Dave Rose, Charlie Enderly, Joe Castle; watching—Carl Payson, Frank Goodyear.

## Jobber Activities

### Binder's 'Monte Carlo Party' & Contest Attracts 450 Service Men & Dealers

NEWARK, N. J.—Featured by a tube bending contest, a "Monte Carlo" night attended by 450 refrigeration service men and dealers was held at Essex House here recently by T. W. Binder Co., one of the largest refrigeration parts and supplies jobbers in New Jersey.

Mr. Binder was chairman of the educational meeting which preceded the Monte Carlo session, and introduced the speakers of the evening. R. E. Townsend, R. L. Stephens, and W. H. Hohmeyer represented Detroit Lubricator Co. and presented an outline of their company's activities in the refrigeration industry, supplemented by a sound motion picture in natural color.

Israel Kramer of Trenton Auto Radiator Works gave a talk on coils and heat transmission, illustrating his talk with a display of Kramer equipment.

Imperial Brass Mfg. Co. staged the tube bending contest, which was conducted by George E. Franck, Imperial engineer, with the assistance of Tom Byrnes and Ray Burk, Imperial's eastern representatives, who acted as timekeepers.

Judges were J. H. Stubbs, P. H. Harrison Co.; A. E. Manning, Alderney Dairy; and Mr. Hahn of Krich-Radisco Corp.

Paul Lannert, independent service man of Newark, set a new "world's speed record" in winning the tube-bending contest, his time of 15 minutes flat being well under the old recognized record of 22.5 minutes. A. Mastrovitch, Blocker Air Conditioning Co., was second, and Mr. Busteed, Staten Island Refrigeration Co., won third prize.

This was the seventeenth contest for service men conducted by Imperial Brass, and Mr. Byrnes said the company plans to hold a national contest, to select the finest craftsman in the United States, during the Second All-Industry Show in Chicago next January.

After the contest, the Monte Carlo idea took full sway, and everyone was provided with stage money to use in the gambling room. In addition to Imperial's awards of \$15, \$10, and \$5 to the three top men in the tube-bending contest, Mr. Binder presented seven prizes to the highest "cash" winners in the Monte Carlo session, where large fortunes in stage money changed hands with lightning rapidity.

### Midwest Group Aims To Define 'Serviceman'

DES MOINES, Iowa—The question of "who is a serviceman" was the major point of discussion at the meeting here March 27 of the Midwest Refrigeration Supply Jobbers Association, one of the regional organizations of parts jobbers.

Point of the discussion was that while the by-laws define the "trade" to which the jobber will sell as being comprised of "servicemen, ice cream manufacturers," and others, they don't define just what a serviceman is.

Now the question arises, say the jobbers, of just who they should consider as a serviceman—a point important to them because the serviceman receives a certain discount.

For example, should a recent graduate of a refrigeration and air-conditioning school, whether or not he's active in the business, be given a discount? Should a man have a certain number of years or months experience before he is to be considered a serviceman? Or should he have an established place of business?

No action was taken on this question at the meeting, but a motion was made to write other regional groups and find out their ideas.

New by-laws for the Midwest association were drawn up by O. C. Mayes of the National Refrigeration Supply Co., Sioux City, Iowa, and Frank Pond of Industrial Refrigeration Supply Co., Minneapolis.

### Servicing Data Included In Melchior Catalog

NEW YORK CITY—Not merely a product listing but a handy engineering manual as well is the 206-page Catalog No. 9 just issued by Melchior, Armstrong, Dessau Co., jobber of refrigeration and air-conditioning supplies throughout the eastern states.

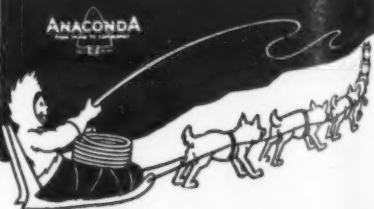
In the belief that preparation of a compact, usable catalog is an important part of any jobber's function, the M.A.D. organization gave careful attention to the manner in which products handled by the company were listed, and attempted to include any and all information which would tend to simplify the task of the service man or purchasing agent in selecting the proper article for any particular application, reports F. M. Dessau.

In addition, the catalog was liberally sprinkled with general engineering data intended to be helpful to the service man in the field. To avoid confusion and to assure definite wholesale distribution, all prices were omitted from the catalog proper and listed in a separate booklet, Mr. Dessau said.

**Specify PENN**  
AUTOMATIC CONTROLS AND SWITCHES  
FOR RECOGNIZED RELIABILITY  
Write for Catalog  
**PENN ELECTRIC SWITCH CO.**  
GOSHEN, INDIANA

Refrigeration and Air Conditioning  
**AIR PARTS-TOOLS-SUPPLIES**  
Wholesale Only  
**SUPPLY CO.**  
2732 N. ASHLAND AVE.  
CHICAGO, ILLINOIS  
Write for catalog (S) on your letterhead

**Anaconda Copper**  
Refrigeration Tubes  
Unusually long lengths!



**THE AMERICAN BRASS CO.**  
FRENCH SMALL TUBE BRANCH  
General Office: Westfield, Mass.



## CLASSIFIED ADVERTISING

RATES: Fifty words or less in 6-point light-face type only, one insertion, \$2.00, additional words four cents each. Three consecutive insertions \$5.00, additional words ten cents each.

PAYMENT in advance is required for advertising in this column.

REPLIES to advertisements with Box No. should be addressed to Air Conditioning & Refrigeration News, 5229 Cass Ave., Detroit, Mich.

### POSITIONS AVAILABLE

**WANTED: DESIGNER** familiar with production sheet metal cabinet design. Prefer someone with experience on domestic refrigerator cabinets. Opening is with a large, fast-growing and progressive concern. Good opportunity for man who has the ability and aggressiveness. Box 1137, Air Conditioning & Refrigeration News.

**REFRIGERATION ENGINEER.** A progressive manufacturer of low pressure refrigerating equipment in the Middle West has an opening for a young man with college training and several years' experience in the design and application of commercial and air conditioning condensing units. The product is nationally known, the company is financially sound and the organization is small enough to allow rapid advancement to the man capable of carrying the load. Give complete details of your education, experience, personality and present connection in your letter of application. Outstanding applicants will be interviewed at the factory. Applications will be held in strict confidence and our own organization has been notified that this ad is appearing. Box 1141, Air Conditioning & Refrigeration News.

**REPRESENTATIVE WANTED:** One of the oldest domestic refrigerator manufacturers is interested in obtaining competent, productive representation for several eastern and southeastern states. An exclusive product with dramatic features and unusual sales appeal in today's market, backed by a real dealer profit picture. To qualify, applicants must be thoroughly familiar with trade setup in territory and should already represent other established lines which could be soundly complemented with our proposition. In writing, give age, resume of experience, other lines now carried, and territory. All correspondence confidential. Box 1143, Air Conditioning & Refrigeration News.

### REPRESENTATIVES AVAILABLE

**SOUTH AFRICAN** manufacturers' representative visiting U. S. at present time open for exclusive representation of American refrigerator parts, also of air conditioning package units. Established in this market for past 12 years. References. Manufacturers wanting factory representation in this largest export market please write Box 1139, Air Conditioning & Refrigeration News.

### POSITIONS WANTED

**SHOP AND Service Manager** with ten years' refrigeration experience. Four years in charge of shops for national distributor remodeling and completely

rebuilding several makes and types of refrigerators. Considerable experience hiring and training men. Economically inclined and efficient. References from present and past employers. Box 1131, Air Conditioning & Refrigeration News.

**YOUNG MAN** with extensive education and wide experience desires position as air conditioning sales manager. Present experience includes design, installation and service of refrigeration and air conditioning equipment, together with three years as instructor in private trade school. While having no direct sales experience, a combination of teaching background, perseverance, ambitious outlook and neat appearance should produce results. Box 1138, Air Conditioning & Refrigeration News.

### BUSINESS OPPORTUNITIES

**PARTNER WANTED:** Established household refrigerator rebuilding plant, New York City; 1938 volume over \$78,000.00; party should be able to invest at least \$5,000.00 and handle inside detail work. The reason for partner, business has grown too large for one man. Wonderful opportunity for the right party. Bank and business references exchanged. Box 1140, Air Conditioning & Refrigeration News.

### BUSINESS FOR SALE

**WHOLESALE SUPPLY Business.** Will sell wholesale refrigeration and air conditioning supply business on attractive basis. Established 1936, doing good volume, represent well known manufacturers lines. Located in city of 200,000. Trading territory 3,000,000 people. Box 1142, Air Conditioning & Refrigeration News.

**REFRIGERATION SERVICE** and maintenance business in Middle Western city of 30,000 population. Purchaser must know ice cream and storage maintenance as well as commercial and domestic service. Rent low. Clientele satisfied. Good opportunity for qualified man. Owner has other interests. Address: STANDARD REFRIGERATION PARTS COMPANY, 5101 West Madison Street, Chicago, Ill.

### EQUIPMENT FOR SALE

**1938 MODEL POMONA Pump**—Never used—500 gallons per minute. 25 H.P.—220 volts, 3 phase, unit drive G.E. motor. This pump is complete, including pipes, shafts, impellers, fittings, starter, and fuses. Total cost of this equipment was over \$1,800.00. Make us an offer. HOLLYWOOD CANDY CO., Centralia, Ill.

**WE HAVE** for sale one American Carbonic V.S.2, complete with 7½ H.P. motor, automatic starter, V-Belt drive and condenser. Motor is 3 phase, 60 cycle, 220 volts. Practically new. Will sell reasonable. SMITH & SON, 2267 Clybourn Ave., Chicago, Ill.

### REPAIR SERVICE

**DOMESTIC CONTROLS** repaired: Ranco pencil \$1.75, Ranco box \$2.00, General Electric \$2.00, Tag \$2.00, Cutler-Hammer \$2.00, Penn \$2.00, Bishop Babcock \$2.50, Majestic \$2.50, Penn magnetic \$2.50, G. E. Frigidaire \$2.50. In business over 20 years. Our name is our guarantee. UNITED SPEEDOMETER REPAIR CO., INC., 342 West 70th Street, New York City.

### PATENTS

**HAVE YOUR** patent work done by a specialist. I have had more than 25 years' experience in refrigeration engineering. Prompt searches and reports. Reasonable fees. H. R. VAN DEVENTER (ASRE), Patent Attorney, 342 Madison Avenue, New York City.

## Robertshaw & American Thermometer Co. Merge

**NEW YORK CITY**—Consolidation of the Robertshaw Thermostat Co., Youngwood, Pa., and its affiliate, American Thermometer Co., St. Louis, sales organization, was announced last week by John A. Robertson, vice president and general manager.

Mr. Robertson also revealed that H. T. Ryan, formerly Robertshaw sales manager, had been elected a vice president. He will assume managerial duties relating to the two companies and another affiliate, Grayson Heat Control, Ltd., Lynwood, Calif.

In other executive changes, T. T. Arden, former sales manager of the American Thermometer Co., was named sales manager in charge of domestic appliance control sales; Glenn Bowman has been made manager of the east central division; J. E. O'Hagen, manager of the central division; Frank Post, manager of the eastern division; and M. S. Unger, manager of the home office division and export manager.

## Crosley Leases Space For Television Studios

**CINCINNATI**—Crosley Corp. has leased the forty-eighth floor of Carew Tower here for construction of television studios, James D. Shouse, vice president in charge of broadcasting, has announced.

Carew Tower, in downtown Cincinnati, is 574 feet high, and commands a view of more than 25 miles on clear days, affording excellent facilities for television broadcasting. Original equipment of the television station will rate 1,000 watts.

## Advertising Figures of 10 Air Conditioning Companies Compiled

(Concluded from Page 1, Column 3)

spot with respective expenditures of \$47,858 and \$46,470 for the year. Following these four leaders, in the order named, were General Electric, B. F. Sturtevant Co., Westinghouse, Edwin F. Guth Co., Johnson Service Co., and Auditorium Conditioning Corp.

Life Magazine received the lion's share of Airtemp advertising, while Saturday Evening Post was chief beneficiary on York's schedule. Three firms, Auditorium, Johnson, and Westinghouse, each confined their expenditures to a single publication. Carrier distributed its advertising money most evenly, using a total of nine publications.

### Airtemp

Airtemp, Inc.	
(Air Conditioning—Industrial)	
Time	\$14,850
Business Week	4,075
(Air Conditioning—Home and Industrial)	
Life	39,990
(Automatic Heating and Air Conditioning)	
Life	15,517
Total	\$74,432

### Auditorium

Auditorium Conditioning Corp.	
Forbes	\$1,000
Total	\$1,000

### Carrier

Carrier Corp.	
Time	\$17,325
Fortune	4,200
Business Week	4,075
(Portable Air Conditioner)	
Time	12,375
Business Week	4,075
Forbes	750
New Yorker	670
(Room Ventilator—Industrial and Home)	
Saturday Evening Post	1,680
Time	910
National Geographic	750
Collier's	648
Newsweek	400
Total	\$47,858

### Delco-Frigidaire

Delco-Frigidaire Conditioning Corp.	
(Conditionair—Home)	
American Home	\$4,200
Better Homes & Gardens	3,170
House Beautiful	1,450
House & Garden	700
(Air Conditioning—Industrial)	
Saturday Evening Post	28,500
Time	2,475
(Unit Store Conditioner)	
Time	1,750
(Portable Air Conditioner—Home)	
Time	2,475
(Portable Air Conditioner—Industrial)	
Time	1,750
Total	\$46,470

### General Electric

General Electric Co.	
(Heating and Air Conditioning)	
Country Life	\$1,210
Arts & Decoration	900
(Unit Air Conditioner)	
Time	12,138
Total	\$14,248

### Guth

Edwin F. Guth Co.	
(Guthfan Conditionaire)	
Better Homes & Gardens	1,585
Life	1,525
American Home	1,050
Nation's Business	495
Total	\$4,655

### Johnson

Johnson Service Co.	
(Heating and Air Conditioning)	
Business Week	\$3,390
Total	\$3,390

### Sturtevant

B. F. Sturtevant Co.	
(Air Conditioning—Industrial)	
Business Week	\$5,165
Newsweek	1,125
Forbes	750
Total	\$7,040

### Westinghouse

Westinghouse Electric & Mfg. Co.	
Time	\$7,000
Total	\$7,000

### York

York Ice Machinery Corp.	
(Air Conditioning and Refrigeration)	
Saturday Evening Post	\$44,500
Time	9,900
Fortune	4,200
Business Week	4,157
(Portable Room Cooler—Industrial)	
New Yorker	600
(Yorkaire—Portable Air Conditioning, Office and Home)	
Time	4,950
Fortune	1,400
Total	\$69,707

## March Sales of Central Station Conditioners Show 35% Increase in Chicago

**CHICAGO**—Although outnumbered by last year's installations, central plant air-conditioning systems sold in Chicago in March showed a 35% increase in total capacity over those reported in the same month last year, reports Commonwealth Edison Co.

Twenty-six installations, with an aggregate rating of 798 hp., were sold last month, compared with 33 systems, totaling 591 hp., in March, 1938.

Largest number of air-conditioning contracts made last month were for restaurants, 10 being reported in

that classification. Retail stores ranked second with six, and others were divided as follows:

Funeral parlors, three; theaters, two; private offices, two; industrial plants, two; general offices, one. Chicago dealers also sold 10 electric room coolers during the month.

A slight gain in air-conditioning capacity also was registered in the year's first quarter, utility reports show. Fifty-one central-plant systems, with a combined capacity of 1,296 hp., were contracted for in the first three months of the year, compared with 56 installations, rated at 1,192 hp., in the corresponding period of 1938.

Room cooler sales for the quarter totaled 13 units, compared with six in the same months last year.

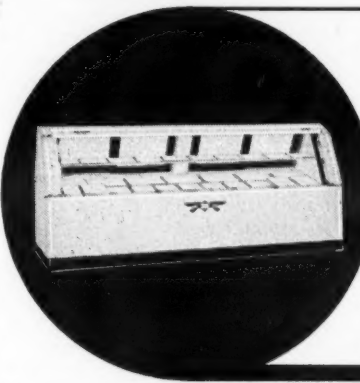
## THE BUYER'S GUIDE

### THE PROFIT LINE FOR '39

Refrigerator and Compressor sales go together. SHERER offers a complete line of cases, coolers and boxes to be sold with your compressors.

Write for catalog and franchise details, mentioning territory desired.

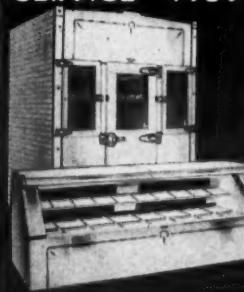
**SHERER-GILLET CO., Marshall, Mich.**  
Manufacturers of Refrigerated Display and Storage Equipment



## MILLS COMPRESSORS for Commercial Use

Mills Novelty Company • 4100 Fullerton Avenue • Chicago, Illinois

53 YEARS OF SERVICE 1886-1939



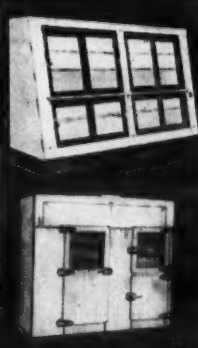
### PERCIVAL Line meets EVERY NEED!

Includes Coolers, Reach-In Refrigerators, Top Type, Double Duty, Delicatessen, Dairy and Produce Display Cases and Percival Condensing Units.

Quality built; corkboard insulated; porcelain clad; beautifully streamlined. Coiling system is second to none.

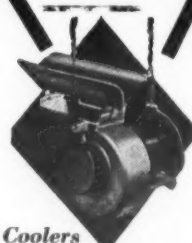
Write for attractive prices, literature and Distributor's proposition.

**C. L. PERCIVAL CO.**  
DES MOINES, IOWA



### ACTION-AIR SYSTEM

**Stops**  
Spoilage  
Shrinkage  
Taste Transfer  
Excessive Frosting  
in Walk-In Coolers



## MAN WANTED to Sell This Profitable Action-Air System in Your Territory

Get the exclusive sales rights to this fast-selling Action Air System which solves air circulation problems in coolers. One easy demonstration convinces customers that Action Air prevents dead air spots, freezing zones, humidity difficulties and excessive frosting. It pays for itself by reducing shrinkage and spoilage, by saving operating expenses and electricity. Easy to sell, creates new customers and repeat business. Long list of satisfied users. Be the only dealer in your territory to sell these machines. Write today for money-making proposition.

**THE BROWN CORP., 652 Bellevue Ave., Syracuse, N.Y.**

## REMPE

**FIN COILS and PIPE COILS for Refrigeration and Air Conditioning**

REMPE CO., 340 N. Sacramento Blvd.

CHICAGO

## GILMER MAKES THE BELTS THAT FIT



**4450 models of refrigerators 247 makes of air-conditioners, etc.**

Gilmer jobbers everywhere, with full stocks, guarantee you fast emergency service.

All Gilmer Belts listed, by lengths, manufacturers' part numbers, cross-sections, in "America's Belt Bible," the Gilmer Catalog. Get your FREE COPY today.

**L. H. GILMER COMPANY, Tacony, Philadelphia**

**DISPLAY CASES**  
Write for details of this sensational new 100% PORCELAIN Display Case line.  
**MIDWEST MFG. COMPANY**  
Galesburg, Illinois

**QuiKold BEVERAGE COOLERS**  
10 MODELS WRITE FOR CATALOG  
**S&S COOLERS**  
LIMA, OHIO

**SUPERIOR**  
DIAPHRAGM PACKLESS VALVES - MANIFOLDS - ACCESSORIES AND FITTINGS - FOR THE REFRIGERATION AND AIR CONDITIONING INDUSTRY  
SOLD BY LEADING JOBBERS EVERYWHERE  
**SUPERIOR VALVE & FITTINGS CO. PITTSBURGH, PA.**

**Use CHICAGO SEALS for seal replacements**  
A complete line in all sizes  
**CHICAGO SEAL CO.**  
20 North Wacker Dr., Chicago

**A Dehydrator that is really Dry. Mueller Brass Co. Dri-Drier.**  
**MUELLER BRASS CO.**  
Port Huron, Mich.

**GET THE PERFORMANCE with SPORLAN**  
Controlled performance VALVES



## Pittsfield Salesmen Vie For Trips In Spring Appliance Drive

(Concluded from Page 1, Column 1) also is being used, and stores are displaying the placards announcing that they use electric refrigeration to preserve the foods they sell.

A spring show of 1939 refrigerator and range models was held in the lobby of the Electric Building during the week of March 20. Combined with this as a crowd-puller was a "double-feature" attraction—an explanation of new fashions in food preparation, conducted by the utility's home economists, and a spring style showing by cooperation of Pittsfield's women's apparel merchants.

First 500 women attending the food shows, held in the afternoon, were given a set of three "Plioform" dish covers for use in their refrigerators. At the evening style shows, the refrigerator and range were brought into the picture by short talks and displays between fashion showings.

Novel opening was given the style shows by having a child, in "Scotch Eskimo" garb, emerge from one of the refrigerators as the opening act of the performance. This provided a logical lead into a short talk on new refrigerator models and their advantages.

Wall posters, cut-outs, and other sales material carrying the "Scotch Eskimo" theme also are being made available to cooperating dealers for their individual use during the drive.

Outstanding feature of the campaign, from a sales-making standpoint, is the two-day all-expense trip to the World's Fair offered all salesmen who pass definite quotas set up for the contest period.

At least 25 salesmen are expected to qualify for the trip. To become "one of the boys," a salesman must sell three ranges and 12 refrigerators, or four ranges and eight refrigerators, during the campaign. If he fills the first requirement, he gets \$12 spending money in addition to the trip; if he lands in the second group, he gets the trip and \$8 extra.

Quota-busters or not, all salesmen will share in the "bowling match" competition and its cash prizes. Salesmen for cooperating dealers have been divided into two teams of equal potential strength, so that competition will be keen all through the seven weeks of the campaign.

The "bowling matches" take place at the weekly Monday morning breakfast meetings during the drive. According to the contest rules, one string will be bowled by each team at each meeting. A string will consist of one box (one spin of the wheel) for each sale reported.

For example, if one team reports 20 sales, it is entitled to 20 boxes (or spins). If the other team reports 18 sales, it is entitled to 18 spins. Total pin-fall decides the match for the day.

If a player leaves a strike or spare on his last spin, the box will be completed by the next player on his team. Winning team is the one winning four out of the seven match games.

If a player registers a strike or a spare on the last spin of the day, he gets one extra spin for a spare, two extra spins for a strike.

Teams play for a real "kitty." The Pittsfield Electric Co. donated \$50 to start the kitty off, and the minimum amount in the pot will be \$205, on the basis of 25 cents for each refrigerator sold, and 50 cents for each range.

After the contest closes, 75% of the kitty's contents goes to the winning team, and 25% to the losers. This means that every man on the winning team will get about \$10, while losing team members will receive about \$3.30 each. To get in on the pay-off, a salesman must sell at least one range and three refrigera-

Condensing units that are superior in capacity and performance. Sizes from 1/2 to 15 h.p.



Universal Cooler Corp., Detroit

For Information on Motors FOR ALL TYPES OF Air Conditioning and Refrigeration Equipment WRITE TO

Wagner Electric Corporation

## Ansul Gang Jubilant Over Catch



### Annual Smelt Run Means Free Fish For Friends

Ansul Chemical Co.  
Marinette, Wis.

April 6, 1939

Mr. Cockrell:

Greetings from Marinette and from the whole Ansul gang! Once again, Osmerus Mordax (smelt to you) are swimming out of Green Bay up the Menominee River to spawn. Have you ever seen a river of fish? That fairly well describes the Menominee River as it flows past the Ansul Chemical Co. dock during the smelt run. For approximately two weeks, start-

tors during the contest period.

But prize money for salesmen doesn't stop with these two contests. An attendance prize of \$5 is awarded at each of the weekly breakfast meetings. Also, a cash bonus of \$2 goes to each salesman for each refrigerator he sells in addition to the 12 necessary to earn his World's Fair trip.

To assist salesmen to qualify for prizes and make sales during the campaign, the utility has compiled a list of all refrigerator owners on its line whose units are eight years old or older. These are considered excellent prospects for replacement units.

**KERO TEST**

Valves and Fittings  
The Standard of the Industry

Kerotest Manufacturing Co.  
Pittsburgh, Pa.

**Dayton**  
V-BELTS

Silent, vibrationless, dependable, long-lasting. Powerful grip prevents slippage. A nearby distributor carries a complete stock for appliances and machines.

THE DAYTON RUBBER MFG. CO., DAYTON, OHIO  
World's Largest Manufacturer of V-Belts

**Anaconda Copper**  
Refrigeration Tubes

Unusually long lengths!



THE AMERICAN BRASS CO.  
FRENCH SMALL TUBE BRANCH  
General Offices: Waterbury, Conn.

ing about 10 o'clock in the evening and lasting for two hours, hundreds of people haul in smelt with nets. Everybody seems to enjoy themselves except perhaps the smelt who probably object fishily to having their journey to the spawn beds so rudely interrupted.

Via express, we are sending you a box of these delicious, fresh-water smelt—sweet as a trout, delicate, white-fleshed. They have been carefully cleaned, washed, and iced. They should reach you in perfect condition.

We are glad to share this treat with you and your friends. "Hopeyou-likem."

H. V. HIGLEY,  
President

## History Turns Back For Leonard Promotion

(Concluded from Page 1, Column 4) witty Grandma, whose kitchen concoctions used to tickle the palates of the generations of the "elegant eighties" and the "gay nineties," will appear in newspaper advertising, in promotional literature, and in appropriately designed window displays.

Dealers at many points will set up window displays of old-time furniture, pictures, cooking utensils, and other objects. Many of them will advertise the distribution of the book by sending horse-drawn "rigs" through the streets of the communities, bearing signs and, in many cases, carrying costumed "Grandmas."

As a promotional activity, it is being suggested to Leonard retailers that they stage an organized "old objects" activity in their cities or towns, that they invite the public to exhibit in their "old objects" displays, and that they award prizes for the most interesting "old objects"—antiques, old chinaware, old clothes, old cooking utensils, and old recipe books.

### McNair Appointed Dealer By General Electric

ROCKINGHAM, N. C.—W. E. McNair Furniture Co. has been appointed General Electric dealer in this territory. Mr. McNair, for several years sheriff of Richmond county, now is again active in the affairs of the store.

## Home Economics Classes Scheduled By G-E

CLEVELAND—Schedule for the 1939 summer training courses to be held at the General Electric Institute, Nela Park here, has been announced by Miss Edwina Nolan, manager of G-E's home service section.

College students and graduates may attend the session from June 19 to 23, or the session from June 26 to 30. Two sessions are to be conducted for home demonstration agents and home economics instructors, July 24 to 28 and July 31 to Aug. 4. For utility, dealer, and distributor home service women, courses will be held Aug. 7 to 11, and Aug. 14 to 18.

### Norge Ships 36,000 Units In March

DETROIT—Preliminary month-end reports indicate shipments of approximately 36,000 Norge refrigerators, ranges, and washers during March, reports Howard E. Blood, president. "March shipments were valued at better than \$4,500,000, and represent Norge's heaviest shipping schedule so far this year," Mr. Blood said. "April production will be increased approximately 25%, with a shipping schedule of 45,000 products. Open orders on hand now total 49,998," he declared.

"Norge refrigerator orders in six key distribution areas are more than 10 times as great as during the same period last year."

## "Expansion Valves have reduced our service costs to a minimum..."

PHONE DAY OR NIGHT  
MITCHELL 2700

### Master Refrigeration Service Co.

WE INSTALL, REPAIR AND SERVICE REFRIGERATION EQUIPMENT

MASTER MECHANICS 2934 W. LINCOLN AVENUE MASTER SERVICE  
MILWAUKEE, WIS.

March 28, 1939

Automatic Products Company  
2450 North 32nd Street  
Milwaukee, Wisconsin

Gentlemen:

We have been using practically all of the various expansion valves on the market and have been keeping a check on service rendered on these installations and have found that on our jobs where we used A-P expansion valves our service cost has been reduced to a minimum.

Up to the present time we have not had to replace any of your valves and from our previous experiences this is an outstanding example of performance and dependability.

We certainly will recommend A-P expansion valves to everyone as we all are interested in reducing our service costs and selling dependable merchandise.

EPA:EC



Very truly yours,

MASTER REFRIGERATION SERVICE

By Ellsworth Anderson

Ellsworth  
Anderson

President and Owner  
Master Refrigeration  
Service Co.

New Modern Home of  
Master Refrigeration  
Service Co.  
Milwaukee, Wisconsin



The Master Mechanics of Refrigeration know the surest way to reduce service costs is Better Quality Valves. So the majority now use A-P Valves on every new installation... And on every Valve replacement job, too.

These Valves have never let them down, for every one is designed and built especially for "outstanding performance and dependability." Use them for every size and type of installation.

Refrigeration Parts Jobbers, Who Recognize Quality, Stock A-P Valves

AUTOMATIC PRODUCTS COMPANY  
2450 NORTH THIRTY-SECOND STREET  
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**DEPENDABLE**

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